

THE SECRET CODE OF SEDUCTION



**EVERYTHING YOU KNOW
ABOUT DATING IS WRONG**

THE SECRET CODE OF SEDUCTION

CONFIDENTIAL MATERIAL

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If your father talked to you about women, it was probably to rehash stories from his glory days, that all began with, "When I was your age..."

If your pals talked about dating, it was probably locker room bluster, full of exaggeration and tall tales about their self-described prowess with women.

If your female friends consoled you about your social life, it was probably empty platitudes about being yourself and how every woman wants a nice guy while you watched them run off with the bad boy.

If men's magazines, television shows, and advice columns provided tips, it was probably ridiculous oversimplifications about how you just had to be confident.

This book is dedicated to all those people who love you and care about you.

But who nonetheless led you astray for years.

Because everything they told you about dating is wrong.

THE SECRET CODE OF SEDUCTION

MR. GULLIBLE: A FIRST PERSON TALE

It's an all too familiar – and painful – story. Almost all men know it.

Have you ever met a woman who felt just out of reach? Maybe she was so adorable that you felt incredibly attracted to her. And even if you had the courage to go and talk to her, she wasn't impressed. And eventually things went horribly wrong. It might have happened when you were a fourteen-year-old teenager or a forty-year-old divorcee.

If you know the story, then you might have been frustrated, confused, and even humiliated before. This book will help you get the girl that just feels out of reach and never feel that way again.

But first, here is Evolve's story:

I still remember the color of her bra. It was silver and it reflected the light of the afternoon sun.

"If you get down here fast enough you can touch them," she teased, holding her Smashing Pumpkins shirt up above her breasts.

"Really?" I said in disbelief. I must have been thirty feet away from her. Even to a sixteen-year-old lacking a concern for life and limb, it seemed impossible.

"Yeah, wanna try?" she said smirking at me.

Without hesitation I leapt off the tree, smashed into the ground, and fell to my knees. Nonetheless, I was still determined to reach that enticing target.

"Too slow," she said with an evil grin.

By the time I looked up, she had pulled her shirt down, covering the prize.

"But I jumped out of the tree! Can't I just touch them?" I begged, confused.

"No way! It was a test, and you lost," she said, turning her back on me. "Let's go back to my house."

I wanted to continue on hiking through the forest, but my intuition told me to do as she commanded. So we began walking home.

It was painful. The whole time, I kept playing through different scenarios in my mind. Maybe if I pushed off harder I would have landed closer. Maybe if I had grabbed on to a branch and swung I could have fallen right in front of her. Each thought was interrupted by sharp pains in my knees and hands, from hitting the ground.

"I'm bleeding," I said, looking down at my blood stained jeans.

"Poor baby," she responded condescendingly.

"Whatever. It's cool, I get cuts and bruises all the time in kung fu class," I said, trying to get some dignity back.

She just kept walking, never once responding to my obvious attempt at manliness.

Persistent, I continued, "Yeah, there was this one time, back when we were learning wrist locks that I ended up getting- "

"Awesome," she sneered, cutting me off. "Do you believe in magic?"

"Um, well, no. I mean, yeah...Maybe, it existed like a thousand years ago but not now," I muttered, trying to in some way end up agreeing with her.

"I do. I'm a white witch. I'm learning to cast spells. It comes from the druids."

What was this girl talking about? She invited me over, took me into the woods, showed me her bra, had me leap out of a tree and now she's telling me she's some sort of witch? Were all girls like this?

I was confused, but I had one last plan to get her. When we got back to her house I called my parents. They had just bought a new Mercedes. When they arrived I would ask my dad if I could take her for a ride. She'd be so blown away by the car that she'd immediately fall in love with me and I'd have a new girlfriend. There's no way this could fail. Girls love cars, or at least that's what I was told.

"How come you're taking off so soon?"

"I'm an honors student," I bragged. "I have homework to do."

"You're kind of dorky. It's cute," she said, single handedly breaking my confidence and utterly confusing me.

I stayed the course and shifted the conversation back to the all-powerful Mercedes, "You have to see the new car my parents got, it's a Mercedes. It's so cool. "

“Really?” she said, excited.

“Yeah, I can take you for a ride in it if you want.”

“Definitely.” It seemed she was falling right into my trap.

She waited with me outside for fifteen minutes, while I talked up the new family car.

Then, finally, my dad arrived – in our minivan, the family’s other car.

“I didn’t know Mercedes made those,” she joked, crushing me.

Almost every male – an astounding 97%, according to our research – reading these words has a similar story.

But here’s the good news: It doesn’t have to be this way because there is a method to attracting women ... even if they feel just out of reach.

We – the authors of this book – are a team of professional dating coaches who have spent thousands of hours working with men and women to understand the process of attraction and courtship.

Today, Evolve, who is part of our coaching team, confidently strides into any social situation, calmly interacts with women he doesn’t know and other strangers, is viewed as the center of the room, and has his choice of women. He might have jumped out of trees as a boy, but today, he has women jumping through his hoops. Here is how Evolve experiences his life today ... one of hundreds of true stories:

Last week, I saw a blonde at a beachfront bar in Miami. There were smarmy men standing around bragging about their exotic sports cars and their yachts. I walked up and started to talk to her. After a few minutes she was totally focused on me. We sat, laughed and talked for a while, then left the bar together and decided to take a walk on the beach. Sitting on the beach after running through the waves, I rolled up my pants legs because they were wet. She kissed me and ran her hands over my knees.

“How did you get this scar?” she murmured in my ear. Her hand was on the very same place where I ripped my knee open while jumping out of the tree as a teenager.

“It’s a long story, from a very, very different time in my life,” I said with a smile. She leaned back on the sand and the moonlight illuminated her face. And then she pulled me down on top of her.

If you choose, you can change your life the way Evolve did.

The fact is that most men want to improve their social life in some way. Some men want to find a wife, a girlfriend, some want more variety, others want a soul mate. Some yearn for confidence to chat with a lady at a bookstore while others want to own the room at the hippest nightclub in town.

Think about it. Take a quiet moment. Be honest with yourself.

- Wish you had more dates?
- Have a crush on a woman you've been afraid to ask on a date?
- Feel like you have to accept any woman who will go out with you, even if she's really not what you want?
- Get intimidated at the thought of talking to strangers and beautiful women you don't know?
- Stay in unhappy relationships because you think you won't find anyone else?
- Think you have to hide your true interests and opinions because women won't find them attractive?
- Find yourself lacking self-esteem and scarred from a hard breakup or divorce?
- Believe you have to be physically gifted or wealthy to date the woman of your dreams?

If the answer to any of these questions is yes, then on some level you want to improve your social life. The very act of beginning this book signifies that you've already taken a very important first step.

You're not alone. Because everyone wants to improve somehow.

But how?

Magazines and popular culture spout simple platitudes such as "be confident." But how can you be confident when women turn and walk away when you say hello? Friends and family advise "just be yourself." But that never seems to work when a lady's eyes glaze over when you talk about your favorite video game or your job as an accountant.

Conventional wisdom and clichés simply don't work. When you get right down to it, the fact of the matter is that *everything you know about dating is wrong*.

What you need is a code. A time-tested, concrete, objective system for talking to women and attracting them. A step-by-step strategy for interacting with high quality women. In short, a detailed protocol – a workout regimen of sorts – for changing your life.

A REASON FOR HOPE

Fortunately, there is hope.

Evolve, the young man with bruised knees and crushed dreams in the story above, achieved that very thing. He transformed from a skinny, asthmatic goth kid to an athletic seduction machine so effective that he makes women beg to play Dungeons & Dragons. He changed his life.

Bestselling author Neil Strauss did as well.

“I’m far from attractive,” Strauss described himself. “My nose is too big for my face... my eyes are small and beady. I am shorter than I’d like to be and so skinny that I look malnourished to most people, no matter how much I eat. When I look down at my pale, slouched body, I wonder why any woman would want to sleep next to it, let alone embrace it... I’m not the kind of guy women giggle over at a bar or want to take home when they’re feeling drunk or crazy. I can’t offer them a piece of my fame or bragging rights like a rock star or cocaine and a mansion like so many other men in Los Angeles. All I have is my mind, and nobody can see that.”

You might feel the same way Neil did. You probably have memories of watching from the sidelines as beautiful women left the bar with idiots and imbeciles. You’re a nice guy, with a sense of humor and a strong intelligence. You’re exactly the kind of man women say they want. But they don’t seem to notice you. Or care.

These pages contain the technology to change that. This fact driven system will not only cover nearly everything you need to know about this secret code of attraction, but it will also explain *why* it works and how you can get it working for you ... almost immediately!

Imagine being able to walk up to a beautiful woman, talk to her and have fun doing it. Wouldn’t that be nice? You could finally get to meet the class of women you really desire. And you could do it with confidence and playfulness.

Imagine how great you’ll feel as you get her phone number and set up a date!

Wouldn’t it be great to know that you’ll make her laugh? To not have the awkward situation where you don’t know what to say next? How would it make you feel to be in complete control ... and for women to be craving to talk to you?

Just a few weeks from now you could be dating beautiful women who desire to be with you. Desire to be with you! Some rich and famous men are not even able to claim that.

And imagine being able to attract beautiful women while you’re pursuing your other goals in life. You can definitely do that. Imagine being in control of how many women you date. Some dating students easily go on two to three new dates a week. Not a bad return on investment for learning about the secret code, in your spare time! The possibilities are endless:

- You could enjoy the company of attractive women every day, and revel in the feeling of knowing that women want to be with you.

- You could have her invite you out for dinner, movies, or a party – or just stay in for the evening.
- You could find the long-term partner of your dreams.

Would that be a great lifestyle or what? That's what the secret code can give you the freedom to do. It has happened for others.

Neil went from rarely having dates to being widely accepted as the world's greatest pickup artist with an overflowing social calendar. He spent years – and invested thousands – traveling the globe learning the secret knowledge to unlocking attraction and interacting with women.

He made the change himself.

And then he taught Evolve how to change. And then he founded the Stylelife Academy and instructed thousands of other men to do the same thing. If you're dedicated and determined to have a better social life, willing to put in the necessary hard work, you can date the women of your dreams just like Neil and Evolve.

Here's how...

START AT THE BEGINNING

Michael Jordan didn't start out dunking from the free throw line, Eddie Van Halen didn't pick up a guitar and rip a searing solo, and Robert DeNiro didn't win an Oscar in his first acting role. They all launched legendary careers by starting small, establishing solid fundamentals, and working hard.

The first thing you need to do to transform your life is prepare your mind. So many men have limiting beliefs, negative habits, and poor self-perceptions that all the attraction techniques in the world won't help them. If your mind is not ready for a new beginning, then nothing else matters.

Here's the first step to preparing your mind. Although it seems simple, this is really important, so take a deep breath and really think this concept through.

Throw out everything you know about dating.

That's right. Forget all the bullshit about just being yourself or being confident. Grandma loved you dearly and she was certainly a great woman, but she did you no favors by advising patience until you found the right person.

Our society values self-improvement and initiative in every single aspect of our lives except dating. If you take guitar lessons or hire a physical trainer or practice interviewing for a job, people say you're being proactive about bettering yourself. But when it comes to dating, you're just supposed to sit back and let fate take control? Nonsense. So forget everything you think you know about male and female interactions.

Once clear of all that rubbish, you need to take stock of what's left.

ASSESS YOURSELF

If you're digging out of a financial hole, getting back into the gym, or even cleaning the house, you first need to determine exactly where you are and what needs to be done. To improve your dating life, you need to go through a similar process of self-assessment.

Set aside some quiet time when you can really concentrate on this task. Be completely honest with yourself. Take a pen and paper and write the answers to the following questions:

- How do you think people (male and female) currently perceive you?
- How would you like people to perceive you?
- List three behaviors or characteristics you'd like to change.
- List three new behaviors or characteristics you'd like to adopt.

These answers, along with a few other notes we'll take, are going to provide a guide for you on your self-improvement journey. They help you identify what needs to be corrected as you proceed. And they get you in the habit of critical self-evaluation, something every successful social artist does no matter how good they become.

EXERCISE: ESTABLISH CONCRETE GOALS

Defining clear and concrete goals are vital to the success of any endeavor. As J.C. Penney, founder of the department store chain said, "Give me a stock clerk with a goal and I'll give you a man who will make history. Give me a man with no goals and I'll give you a stock clerk." To transform your social life, you must establish exactly what you want to accomplish.

Get your pen and paper ready and make some notes. Be as specific as possible. Maybe you want to start a band or write a novel. Be challenging because you won't grow without some stretching. If you can currently bench press 150lbs, setting a goal to up that number to 155 isn't going to push you far. But at the same time, don't be ridiculously ambitious in your goals either.

If you work as a barista at a coffee bar, then setting a goal for making \$1 million in tips in three days is just setting yourself up for failure.

Now, write down the reasons why these goals will make you happy.

Then, write down the negative consequences of not achieving these goals. Many self-improvement experts state that we only change when the price of staying the same becomes too great. So noting the negative consequences can provide effective fuel for your transformation.

HAUL AWAY THE LIMITING BELIEFS

We did a bit of housecleaning back when we threw out the old clichés about dating. But that's not the only clutter and baggage you need to clear away as you prepare your mind for success.

Ralph Waldo Emerson said that “a foolish consistency is the hobgoblin of little minds.” We'll bastardize that phrase a bit for our purposes here. Limiting beliefs are the hobgoblins of minds not prepared to learn, to experience, and to transform. A limiting belief is any thought or habit that holds you back from progressing and keeps you trapped in a dungeon of self-doubt. Here are a few of the more common limiting beliefs, along with their reality-based antidotes.

LIMITING BELIEF: If I talk to her, she'll be rude and humiliate me.

REALITY: Unless they were raised by wolves, most people are polite and courteous. She might say she's having a private conversation or she might excuse herself. But she's not going to slap you or laugh at you. And even in those extraordinarily rare cases where something bad happens, you still get practice and a valuable learning opportunity. Your limiting belief makes you think the world will come to an end, but in fact, the sun will still come up in the morning. And you'll be one step closer to your dream girl.

LIMITING BELIEF: People are looking at me and laughing.

REALITY: People are far too absorbed in their own actions to pay attention to others. Besides, most bystanders who see you approach a girl or a group assume that you know the people. So act like you do: Not only will it ease your worries about what everyone else is thinking, but it'll also make your approach more effective.

LIMITING BELIEF: Women aren't attracted to nice guys. They like jerks.

REALITY: This is one of the oldest myths about dating. And, it's wildly incorrect. The dating competition isn't actually between nice guys and mean guys, or good boys and bad boys. It's between weak guys and strong guys. Women are drawn to men who demonstrate strength (not necessarily physical) but the ability to make her feel safe. So if you're a nice guy, you can still be nice. But you must also be strong.

However, make sure you know what nice means. Most guys who define themselves as “too nice” only behave nicely because they want everybody to like them and don't want anyone to think badly of them. Don't mistake being fearful and weak-minded for being nice.

LIMITING BELIEF: I'm not good-looking, rich, or famous enough to be with a beautiful woman.

REALITY: Looks, and fame – while they certainly make things much easier – aren't actual-

ly necessary. The way we look as men doesn't matter nearly as much as how we present ourselves. And this requires only good grooming, and clothing that conveys an attractive identity. When it comes to wealth and fame, simply displaying the desire and ability to achieve them can be just as powerful. Like talent scouts, many women are attracted to men with goals and potential.

LIMITING BELIEF: There's this one girl . . .

REALITY: There are many incredible women in this world. If you're hung up on one particular girl you just can't get out of your mind – and she hasn't given you any sense that she shares your feelings, or doesn't know you at all – then that's not love you're feeling, but obsession. And that obsession is likely to scare her away. The best thing you can do – for yourself and for her – is to go out and interact with as many women as possible, until you realize that there are plenty of people out there for you, some of whom are even capable of recognizing your worth and reciprocating your feelings.

LIMITING BELIEF: Some guys are born with the ability to charm women.

REALITY: Fortunately, there is another type of guy: one who can learn to be successful with women. That's you. And Evolve and Neil Strauss. Once you understand how attraction works and have a few successful approaches under your belt, it'll will become a habit for you. Any problems you may currently have aren't the result of who you are, but of what you're doing and how you're presenting yourself. Those problems can be fixed easily with the right knowledge and a little practice.

LIMITING BELIEF: All I have to do is “be myself,” and eventually I'll meet the right woman who likes me for me.

REALITY: This only works if you know exactly who you are, what your strengths are, and how to convey them successfully. Most often, this statement is used as an excuse not to improve. What most of us present to the world isn't necessarily our true self, it's a combination of years of bad habits and fear-based behavior. Our real self lies buried underneath all the insecurities and inhibitions. So rather than just being yourself, focus on discovering and permanently bringing to the surface your best self.

LIMITING BELIEF: If I approach a woman, she'll know I'm hitting on her and think I'm lame.

REALITY: This is only partially true – women only think this when men approach them *badly*. This includes men who make them uncomfortable, creep them out, or seem to have an agenda. The biggest mistake a man can make with a woman is hitting on her before she's attracted to him. And though this describes the so-called technique of most men who have blindly followed the conventional wisdom about dating. It's a mistake you'll avoid with this secret code. Few women resent meeting someone who is warm,

funny, sincere, interesting, engaging, makes her feel comfortable, and isn't going to stick around talking her ear off.

While these are some of the most common limiting beliefs, you may have others that hold you back. To record your own limiting belief, simply think of the last time you said you "can't" do something. Why not? Unless you're saying you can't walk on water or fly through the sky like Superman, then chances are you're expressing a limiting belief. And the truth is that all limiting beliefs have a reality that is much more optimistic.

Courtship Process Model

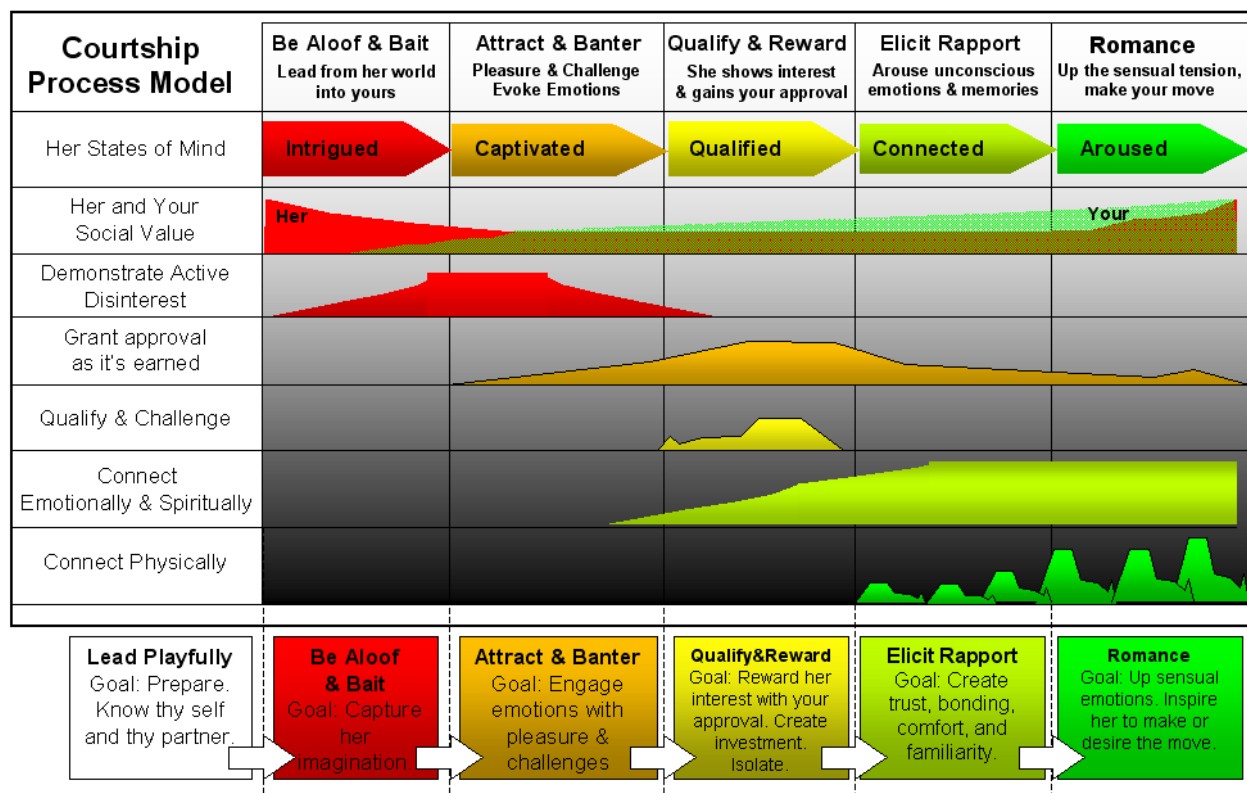


Fig. 1: The Courtship Process Model

SAVOR THE SMALL CHUNKS

We pointed out earlier how it's ridiculous to say, "be confident." That never works. Grab a mic and run onstage with Metallica in front of 70,000 screaming fans and see how confident you are. Get on the soccer pitch with Manchester United at the Theatre of Dreams and tell us how confident you feel.

You can't just be confident. You have to earn – and learn – confidence. And you only do that by learning in small chunks and achieving small successes. You become confident by being successful. So savor the small steps. Don't expect to go out tomorrow and date a Playboy centerfold. Instead, simply strive to have small talk with a stranger tomorrow. It's an achievable goal. And when you do it, you'll get a jolt of confidence. It will be a

small one, sure. But it will add to all the other successes you'll have in the coming days to breed real confidence. Tiger Woods is confident he'll make that crucial putt because he's made hundreds of thousands of putts in his life. Each one is a small deposit in a confidence bank. And like a good investment, your confidence bank will soon yield huge dividends.

Now that your mind is ready for an effective and efficient journey, the next step is to get your outward appearance ready.

Courtship Process Strategy

Courtship Phase	Goal State:	Strategy: What to do when
Self-Image: Lead Playfully Goal: Prepare yourself. Know yourself, your ideal partner and outline of the plan.	Confident	Develop your assets into your identity
		Identify your demographic of potential partners
		Develop and know yourself and your strategy
		Master your inner self: be a playful leader
Phase 1: Be Aloof & Bait Goal: Capture her imagination. Get her thinking about you as an integral part of her world.	Intrigued	Appear as the object of desire, but be aloof
		Approach non-threateningly, time constraint
		Ready to leave, actively disinterested, disqualify
		Create intrigue & curiosity, inspire her to engage
Phase 2: Attract & Banter Goal: Create pleasure & challenges to engage her emotions. Generate attraction.	Captivated	Proof your social value, create intense emotions
		Create light confusion, challenge, tease, banter
		Reach the hook point, win over her friends
		Demonstrate social proof, increase social value
		Create opportunity for quality alone time together
Phase 3: Qualify & Reward Goal: Reward her with your approval for her interest. Create investment in you.	Qualified	See her potential, challenge her efforts
		Qualify and challenge
		Reward, establish commonalities, show interest
		Cold read, control frame, reframe if needed
Phase 4: Elicit Rapport Goal: Create trust, deep bonds, comfort, and the feeling you've known each other in the past and future. Your encounter is special and meant to be.	Connected	Entertain with stories and games
		Change locations, create new experiences
		Demonstrate trust, relationship telescopes time
		Elicit core values, recall rapport memories
		Associate with positive feelings
		Deepen bond and connection
		Test kinesthetically and escalate
Phase 5: Romance Goal: Turn up the sensual tension and physical emotions. Inspire her to make or desire the first move.	Aroused	Insinuate and motivate so she pursues you
		Create a sensual atmosphere
		Elicit sensual values & create erotic state of mind
		Employ erotic kinesthetic teasers and escalate
		Observe and respond to what turns her on
		Make the bold move, indirect sensory explosion
		Cuddle and chill together without rushing
		No regrets, she feels good about her decision
		Set and manage expectations

Fig. 2: The Five Phases of Attraction and Seduction

FACE THE HARSH TRUTH

It's time for a harsh, blunt discussion.

The secret code explained in this book is the result of hundreds of thousands of hours in bars, nightclubs, airports, bookstores, grocery stores, shopping malls, beaches, sporting arenas, high school hallways, college classrooms, white collar corner offices, blue collar

factory floors, and even a few hair-raising runs through military checkpoints in totalitarian countries. In short, if you can name a place where people congregate, the Stylelife system was tested there. All of those experiences – the success and the failures – were incorporated into a system designed to maximize your learning, be efficient with your time, and give you the social skills necessary to date the women of your dreams.

Others suffered through the growing pains so you don't have to.

But that doesn't mean your journey from chump to champ is going to be easy.

The harsh truth is that this material can only be incorporated into your life if you work at it. You must get out of the house and talk to women. Whether you have a good interaction or not, you must move on to another conversation. And then to another. And then to another.

When you're tired, you still must go out and practice. When you're sick, if you've got anything less than a dreaded flesh-eating virus, you have to get out there. When you're broke and have no money for a date, you still have to go to the park and chat with women walking their dogs.

There can be no excuses.

Reading this book can teach anyone a few good lessons, but the only men who are really going to see success are those who push themselves – often outside their comfort zones – to try these techniques.

Think of your hero. Whether you're a sports fan, a music aficionado, a video gamer, or an investor, it doesn't matter. Whoever your hero is, picture him in your mind. Did he earn your admiration by sitting on his couch? Or did he become your hero because of all the years in the gym and on the practice field before hitting the game winning home run? You must have that same kind of dedication.

This secret code provides a comprehensive, step-by-step approach to improving your social life. It will greatly shorten your journey by showing exactly what needs to be done.

But it won't work if you don't.

And one of the first steps in putting in that work is to understand how attraction works.

ATTRACTION: WHY DOES IT EXIST AND HOW DOES IT WORK?

The answer can be found by studying evolution. The biological laws of attraction set the foundation for the continuance of the human race. Four billion years ago, single cell organisms evolved into multi-cellular organisms, which became complex enough to de-

velop a male and female gender. Mutation and natural selection enabled animals to be mobile and seek out new environments and partners. Primates developed a polygamous mating system which required sexual attraction and defense mechanisms. On top of that, hominids developed a theory of mind that enabled subjective and objective thought.

Finally, as *Homo sapiens*, we developed our highly complex present-day culture of splendor and tragedy! This means, at the core, all of us operate in a combination of instinctual animalistic behaviors and intellectual wisdom. When it comes to mating though, very little is based on intellect ... we are still following the ancient laws of attraction that evolution has engrained in our brains over the centuries.

Fortunately for you, females are not as programmed to operate on a man's looks. For the most part, females respond to a man's ability to protect her and secure her survival, while males respond to a female's ability to bear children. That is why a woman with an unattractive body-type will have much less success in the social world than her male counterpart who makes decent money.

By carefully examining and analyzing attraction patterns, the development of key strategies for human attraction and seduction are possible. What you are about to learn in this book are the basics of these biological, physiological, intellectual, and behavioral laws and rules. Knowing about these laws and rules will enable you to increase your success with women and help you to become a more charismatic person.

ATTRACTION ARTS AND SCIENCE

Every developing relationship between a man and woman is a journey through a number of phases. Whether you are consciously aware of the courtship process or not, the phases actually happen in a sequential order; and each phase takes up a specific time until a milestone is reached.

WHY DOES A RELATIONSHIP DEVELOP IN PHASES?

When two people first meet, they don't know anything about each other. Then they increasingly get to know more about each other and break down all the barriers. In the courtship process they discover if they are a match or not – intellectually, emotionally, spiritually, socially, and physically. The feelings generated within the process are interest, attraction, comfort, trust, connection, lust, and ultimately love.

THE COURTSHIP MODEL

What exactly happens in this courtship process? And why does it happen? Take a look at *Figure 1*. It describes the different courtship phases that a new relationship goes through

over time. You'll notice that there are specific layers of connection that have to be in place before a relationship can move to the next phase. Most of it happens as a combination of conscious and subconscious interactions during the development of a new successful relationship.

Let's examine this model and its phases of attraction. Each phase has to reach an important turning point that allows the process to proceed to the next phase. If this turning point is not reached, the next phase cannot successfully begin. If you want to meet the woman of your dreams, never skip a phase.

UNDERSTANDING THE COURTSHIP PROCESS

At the very beginning – just before you approach a woman – she doesn't know who you are and why she should be interested in you. At that phase, you have no social value to her and no connection with her. The very first and most important thing – after you approach a woman – is to make her feel attracted to you without letting her know that you are attracted to her.

Why?

Because if you increase your social value before letting her know that you are attracted to her, she will be very interested in getting to know you better. It's that simple. Let's look at the details:

PHASE 1: ALOOF/BAIT

The first step is to demonstrate your values but at the same time be aloof. You'll make her feel intrigued and capture her imagination with an intriguing question or unique story that will lead her into your world (instead of staying in her world). At the same time, indicate that you'll have to go soon. If you are successful, you'll find that she feels intrigued and will indicate her interest to talk to you more.

PHASE 2. ATTRACT/BANTER

Now, in the second step, you'll increase your social value as you move on by adding entertaining challenges and other routines that captivate her emotions. By creating pleasure and bantering, you get her captivated and attracted. At the end of this process, you have conveyed your identity – who you are – and gained enormous social value – she does not want you to leave. Now it's time to move to a place where the two of you can enjoy some alone-together-time (e.g. set up a date).

PHASE 3. QUALIFY/REWARD

In the third step you'll finally let her know that you are attracted to her. But instead of just telling her – you make her work for every indication that you are interested in her.

Your goal is to make her feel qualified by rewarding her for showing interest in you with you reciprocal approval. In this phase, the emotional and spiritual connection is starting to build and by the end of it she will qualify herself as a potential partner or friend.

PHASE 4. ELICIT/RAPPORT

In the fourth phase, you'll create a deep emotional and spiritual bond by understanding and sharing inner values as well as accessing her unconsciousness and memories. You established commonalities and created mutual new memories by joint experiences (aka dates). If your values match hers, she'll get infatuated with you (and you with her). In this phase comfortable touching (like hugging, rubbing, kissing, etc) starts to happen, and by the end an emotional and spiritual connection has been built.

PHASE 5. ROMANCE/LUST

In the fifth phase, you'll turn up the sensual tension and create a physical connection. But instead of just getting physical – get her to make the first move. Arouse her and make her feel the lust. After the growing relationship went successfully through phases one to five, you are connected on an emotional, intellectual, spiritual and physical level. Congratulations! You have found yourself a long-term partner.

By the way, this process model of attraction and seduction works for both sides: female–male and male–female.

Let's step away from the conceptual, classroom type learning. The Courtship Model and process information is vitally important to learn. But theory must be balanced with practical, real world experience. So let's turn our attention to the tangible, starting with how you present yourself to the world.

IMPROVE YOUR IMAGE

We discussed earlier how you don't need six-pack abs or a Ferrari to date high quality women. It's not about attractiveness and money. And that is very much true. But you do have to pay some attention to your image and the way strangers see you. It's not about having cover model good looks. Instead, it's about accentuating your best qualities, effectively dealing with the shortcomings you can't change, and presenting the best possible *you* to the world.

GROOM YOURSELF FOR SUCCESS

This seems like an easy one and a lot of you are groaning right now. But the sad truth is that women report that many men need to learn basic grooming tips. You probably think you have that all covered, but the truth is that almost all of us can improve in some

small way. If you really want to be knocked down a few pegs, get a woman to evaluate your appearance and grooming and you'll discover you're likely not as put-together as you might think. So a quick review of the basics is worthwhile.

- Get your hair professionally styled. If you're balding, consider shaving your dome completely.
- Get contact lenses or have vision-correction surgery. If that's not an option, then devote time and a budget to obtaining fashionable frames that accentuate your facial features and match your clothing style.
- Keep your facial hair neatly shaped or shave regularly. This includes eyebrows, so don't be afraid of a pair of tweezers.
- Practice good oral hygiene to keep your teeth clean. Go to the dentist on a regular basis. If you need orthodontic work and can afford it, have it done.
- Smell is the scent most closely connected to memory. So at a minimum, wear deodorant so she doesn't remember you as the smelly dude. At an optimum, wear cologne – in appropriately small doses, don't over do it – so she does remember you as the guy with the sexy scent.
- If you have acne, consider seeing a dermatologist if it's within your means. If not, then use a specialized face cleanser and if you're adventurous, there's not wrong with some light makeup. Visit a department store and ask the women working the makeup counter for some advice on a concealer.
- Body hair, some body hair is okay. Being a man-sized teddy bear is not. Get your back of chest waxed.
- Keep your fingernails and toenails clean and short. Consider getting a manicure at least once so you can learn what professionally prepared nails look like.
- Exercise and eat healthier. This doesn't mean you have to become a *Men's Health* cover model. But almost all of us can benefit from being a few pounds lighter (or a few pounds stronger if you're naturally skinny). Good health infuses everything we do with a better chance of success.

Most of these tasks are simple to perform and not all of them need to be done every day. Nonetheless, they are crucially important not because they will attract a woman. Rather, basic grooming is important because it can cause a woman to disqualify you as a lover before you ever get a chance to even win her over.

DRESS THE PART

The old saying is that “clothes make the man.” For our purposes, we’re going to say that clothes *present* the man. They present you to the world, displaying your unique individuality, personality, and tastes. They present observers with a quick way to evaluate you and decide if you are interesting. A unique outfit is like a wonderfully effective movie advertisement: it grabs a person’s attention while making them ache to learn more.

Fashion also ties into generations of our social evolution. Fashion and social value have been intertwined for thousands of years. The clothing a person wore often represented their disposable income as well as class, social status, military rank, and political position. People would have to elevate themselves socially if they wanted to wear a higher class clothing. Nowadays, you can wear any clothing you want. There’s no reason not to have style.

Once again, this isn’t about money. No one is saying you have to drop three grand on a bespoke suit. It’s about making conscious fashion choices that present you to world in the most effective manner possible. How do you make the best choices?

- Examine issues of *GQ*, *Details*, *Esquire*, *Maxim*, *Inked*, or other fashion magazines. Mark any outfits that you think look good and suitable for your personality. Try to collect at least three looks.
- Go to a higher-end department store like Nordstrom and ask one of the employees in the men’s department to help you find some pieces of those outfits that will work for you. It always helps to have a friend with you during this task, preferably a female.
- Once you find the clothes, try them on regardless of price. Notice how they look on you. How do they feel?
- When you have an outfit you like, you can buy it if it’s within your means. If you can’t afford it, that’s okay. Write down the brand name, size, and a description and then try to find similar clothes online or in other stores. There are many companies that produce knock offs or similar items that are much cheaper than the original brands.

PICK A TRIBE

When you select new clothes to accompany your new social life, be sure to stay within the context of the image you want to present the world. What qualities do you want to highlight and to have people notice? Perhaps you’re an avid outdoorsman. Maybe you’re

a creative type. Or, you might be a huge sports fan. These personality traits give you clues about what aspects you want to feature.

Those aspects indicate the tribe to which you belong. We all belong to certain groups, or “tribes” that influence how we dress. Suburban goth kids dress differently than Wall Street powerbrokers. Mountain climbers rock hiking boots while surfers favor flip flops. And so forth. Based on your personality, and the clothes you like, which tribe are you? Here are just a few tribes that might fit your situation:

ROCKER: You probably favor lots of denim, leather, and concert T-shirts.

PREPPIE: You probably like Polo shirts, khaki pants, and loafers.

FASHIONISTA: You probably wear adventurous, cutting edge clothes fresh off the runway.

ATHLETE: You probably wear lots of workout gear, athletic shoes, wind-breakers, and baseball caps.

There are more tribes than we can possibly list here. The important thing is to be congruent with your tribe. If you’re a Wall Street investor type and you try to wear muddy hiking boots with an expensive Italian suit, then you’re going to look like an idiot. If you’re a mountain climber, then a Hermes scarf is going to be out of place. So as you select clothes that are going to be suitable for your new social life, be sure to be congruent with your tribe.

BE CONGRUENT

A word that you should think about frequently during your transformation is “congruent.” Webster’s Dictionary defines the word as “being in agreement, harmony, or correspondence; conforming to the circumstances or requirements of a situation; appropriate.” That’s an important definition for us.

You see, to overhaul your social life, you must take risks. You must take chances. And you must do things that seem uncomfortable at first. Going out on a limb in this manner is the only way you’ll learn new things. And let’s face it, you’re reading this book because the old ways in which you’ve always dated were not getting the results you wanted. So you must take a chance.

At the same time, you must remain congruent with who you are. Nothing in this book should be interpreted as an instruction to lie, to maliciously deceive, or to completely ignore your innermost feelings and pretend to be someone else. In fact, if you do those things, you will not be successful in transforming your social life.

If you’ve never eaten sushi, then we would suggest you give it a try. But if you discover that you detest the taste of a California roll, yet you try to convince a woman that you’re

a sushi expert, then you will not have a result that is healthy and fulfilling.

In all things, not just in regards to fashion selection, you must always be congruent.

EXERCISE: GET CLOTHING RECOMMENDATIONS

It's time to get out of the house and start talking to women who you do not know. It's time for some concrete action.

Your exercise is to walk up to approach women you do not know and get 3 recommendations for good clothing stores you should visit. If you approach 3 women and get 3 responses, then you're done quickly after batting a thousand. However, your exercise is not complete until you've gotten the 3 recommendations. If you need to approach 10 women to get 3 answers, then that's the work you'll have to do.

When you get a recommendation, write down the name of the store, and the location if she knows it. Make sure you hang on to this information so you can visit the store later. Here are a few tips to help you on this exercise.

- Approach women who are in your neighborhood and who sport a sense of style and fashion that you like.
- If you intend on talking to people on the street, do not walk up to them from behind. That can be startling and get your conversation off to a poor start. Instead, either approach them from the front, or walk ahead and turn your head back over your shoulder as you stroll along.
- Be aware that even the most savvy fashionista may struggle to immediately spout off stores and locations. Some people will just blank out when put in this position. And that's okay.

As soon as she answers, even if it's just to say, "I don't know," you've made your approach. Say, "Thanks for your help" (or "thanks anyway" if she doesn't have any ideas), and leave if you want. Or feel free to continue the chat.

GETTING OUT OF THE HOUSE

It's game time.

You've gotten a handle on the basics, you've learned the Courtship model, dealt with limiting beliefs, and your image is squared away. The prep work is done. Now you're ready to go out and talk to some more strangers. Most likely, those strangers will be groups of high quality women, surrounded by other people, with a smattering of rich, beefcake men swirling around in the area, just waiting for you to fail so they can laugh hysterically.

Does that previous paragraph frighten you a bit? Maybe make you a little nervous? That's okay. Remember, we're taking things in small chunks so you can learn in easy steps to build up to larger challenges.

But that twinge of apprehension you felt with the paragraph above... do you feel something similar when you see a cute girl in a coffeeshop and you really want to talk to her but you just can't make yourself say hello? That feeling is often called "approach anxiety." And it bedevils thousands of smart, hardworking men just like you. It's the single-most debilitating problem facing men like you.

ABOLISH APPROACH ANXIETY

Approach anxiety is a crippling disease that occurs when a man is confronted by the prospect of approaching an attractive woman. Symptoms include sweaty palms, increased heart rate, shortness of breath, and a lump in the throat. The reality is that it's less a fear

of approaching than a fear of rejection.

Approach anxiety is a name for the internal demon that keeps men from talking to attractive strangers when there are no external barriers. Before working on ways to convert approach anxiety into approach excitement, let's discuss two key concepts: the limiting mind and the freedom mind.

THE LIMITING MIND

When we are born, nature installs two major instinctual fears to keep us safe: a fear of heights and a fear of loud noises.

Fear in moderation is a good thing. It protects us from harm. For example, a fear of heights protects us from falling off cliffs. A fear of loud noises enables us to react quickly to warnings of danger. However, most fears and limits we have are the result not of nature, but of nurture. We place limits on ourselves as the result of negative experiences from our childhood and the influence of authority figures.

THE FREEDOM MIND

The biological freedom mind gives us signals of hunger to eat, thirst to drink, and desires to procreate. In modern times, we also have cultural drives for power through career, enjoyment through play, and purpose through spiritual practice.

When our limiting mind and freedom mind are in balance, all is good. We live in harmony with the world, effectively solving problems as they arise. But when our freedom mind and limiting mind fall out of balance, all kinds of problems appear.

IDENTIFY YOUR LIMITING MIND

Most of your limiting mind's beliefs were spoon-fed to you by your parents, guardians, teachers, clergy, peers, or whomever you admired while growing up. While there is some value in tracing the sources of your own personal limiting mind, it's more important to understand its structure. The limiting mind tends to feed on itself in a downward spiral. Placing blame on others or yourself for the material in your limiting mind only serves to strengthen it. It's best to forgive, forget, and move on.

The first step on most roads to recovery is acceptance—admitting that there's a problem. The second step in overcoming the source of our anxiety is to bring it out of unconscious darkness and into the light of our conscious awareness. Only then can we begin to dismantle it, see how it works, and create procedures to nullify it.

The limiting mind may present hindering voices, images, or physical feelings when it's

time to approach strangers and make their acquaintance. Let's identify the types of internal media it can use to intimidate you into aborting a social mission.

Voices of the limiting mind include:

SELF-DOUBT: "You won't know what to say" or "Remember last time you messed up?"

OTHER-ORIENTED DOUBT: "She probably has a boyfriend," "She wouldn't be interested in me," or "She's busy and I'd be interrupting her."

ENVIRONMENTAL DOUBT: "Everyone around will make fun of me" or "It's too loud for her to hear me."

EXISTENTIAL RATIONALIZATION: "Why bother? It won't work out anyway," "I don't feel like it right now," or "I'm having too much fun with my friends."

FALSE JUDGMENTS: "She isn't attractive enough" or "She seems way too shallow for me."

Images of the limiting mind include failing; getting ignored; being mocked or bullied; being sad and alone; being observed and judged; getting beaten up; being rejected; and seeing more qualified or successful men in the room.

The limiting mind also expresses itself through physical sensations. When a potential threat registers on your radar, the acute stress response (also known as the fight or flight response) releases adrenaline into your system. This neurotransmitter increases your breathing and heart rate; constricts blood vessels; tenses muscles; dilates pupils; elevates your blood sugar level; and weakens your immune system, potentially leading to actual sickness.

AWAKEN YOUR FREEDOM MIND

To abolish approach anxiety, convince yourself logically that the dialog of your limiting mind is incorrect and self-sabotaging. Earlier in these pages, several limiting beliefs were disproven. These are the kinds of rational responses your freedom mind can use when the limiting mind rears its ugly head.

For example, if your limiting mind tells you, "She won't hear you," your freedom mind should answer back, "If she doesn't hear me the first time, I'll smile and politely repeat myself more loudly, slowly, and clearly."

If your limiting mind tells you that you're going to get nervous, your freedom mind can say, "I may have a natural stress reaction to this situation because, after all, it is somewhat stressful. But that doesn't mean I won't be able to push through it. In the past, nervousness has given me the energy I needed to perform at my best and feel good about myself."

So let's do this!"

Take a moment to write down your own limiting mind's reservations about approaching. Then write down corresponding freedom mind responses that empower you. Use the word "you" for the scripts of your limiting mind, and the words "I" and "me" in your freedom mind responses. This will help you disassociate from your limiting mind and associate more closely with your freedom mind.

It's up to you to feed positive scripts into your freedom mind on a regular basis, to give it the power to overcome, persevere, and succeed. To do this, pick three freedom mind scripts or affirmations that you feel would best replace your specific fears, whether they're the ones you just wrote down or ones included in this book. Write them on a single sheet of paper. Then read them out loud with conviction during your morning or evening freedom mind ritual, and run them through your mind over the course of the day. Once you start to feel the beneficial changes, switch to another set of affirmations according to your new needs.

LET GO OF OUTCOMES

One of the biggest problems men have with approaching women is magnifying the meaning of the interaction and focusing too intently on achieving one specific outcome—whether it be exchanging phone numbers, making out, having sex, or beginning a romantic relationship.

Emotionally detaching from the outcome—while rationally working toward your goal—will significantly alleviate your anxiety. This is why we focus on small, easy-to-accomplish goals rather than large, unlikely ones.

People can be random, unpredictable, chaotic creatures. And sometimes you may truly be surprised. That's why approaching is so much fun. So why constrain the possibilities of a new encounter by being dependent on a particular outcome?

REMOVE FAILURE FROM YOUR VOCABULARY

The word failure has different meanings for different people. To most people, failure means approaching and being rejected. My definition of failure is quitting, giving up, or never approaching at all.

Rejection is another word that's been misused and misrepresented. The dictionary definition of reject is "to refuse to accept." So if you offer someone a stick of gum and they say, "No thanks," you've been rejected. Do you feel an emotional sting? Probably not.

If you invite someone to a social event, and they say, "No thanks," it shouldn't be any different. But for most people it is different, and here's why: When the gum is rejected, we

think the person doesn't want the gum. But when we offer an invitation and get rejected, we think she doesn't want us.

But how could she possibly have decided she doesn't want us? She's only known us for a short while. She's practically a complete stranger. She doesn't know how great we are, the way our friends and family do. Why do we value her opinion over theirs? Why do we attach so much emotional baggage to a virtual stranger's ill-formed opinion? You guessed it: the limiting mind.

MR. NIT PICKY: A FIRST PERSON TALE

The limiting mind can hold you back in many ways, not just in regards to approach anxiety. Often it can shortcut romances before they even begin, particularly if it expresses itself through being too judgemental or harsh. Like The Sneak, a Stylelife Staffer from the East Coast.

She was one of the most beautiful women in the class. Slender, with blonde hair cut into a fashionable bob hairdo. She wore preppy clothes, but with just a slight edge, a tiny bit of attitude.

To be honest, I'm not that remarkable physically. I'm a little nerdy and somewhat overweight. I don't have an acne problem, but my skin is so oily that you could lube a car with the excess of my forehead.

A much cooler friend told me that she liked me and actually wanted to chat. We sat in class and my palms sweated as I thought about talking to her. She was more gorgeous than any woman I'd ever dated. Of course that wasn't hard. There weren't many of them.

What would I say? Would she laugh at my jokes? Where would I take her on a date? There were so many questions.

And then I saw my escape route.

Throughout the entire class, she nibbled on her pencil. I stared at her gnawing that Number 2 and by the time the lecture was over, I had convinced myself that it was the most disgusting thing I'd ever seen.

"Come on, I'll introduce you," my friend said.

"Nah, let's just go. I don't want to go out with her."

He was dumbfounded. He stopped short of saying that she was out of my league and that I ought to be grateful he had hooked up the conversation. But I knew that's what he thought.

"That's just a fucking filthy habit," I explained. "There's no way I can go out with a woman who gnaws on a dirty pencil all day long. That's just crass and impolite."

My buddy stormed off and left me standing in the hallway.

I had succeeded in protecting myself from risk by being ridiculously nitpicky. But deep down inside, I knew the reality was that I had failed.

Brandon's limiting belief drove him to find fault with a cool girl. And part of why that happened was because he had a full class to think about talking to her. The professor might not have appreciated it, but things would have been better for Brandon if he could have walked across the room and talked to her immediately.

DIVE RIGHT IN

So now that you know how to deal with approach anxiety (and it's something you'll continue to face as you improve your game, just keep working at it) and you've seen how Brandon sabotaged his chances, you may face another common form of social paralysis. Many men enter a bar or party and simply freeze up. And with each painful second that passes, their nerves and anxiety increase exponentially. Here's a common scenario:

You are standing in the entranceway near a blonde in the two-sizes-too-small t-shirt that reads: "I stole your boyfriend." If you look towards the stairs, you just might catch a glimpse underneath that brunette's skirt. Then there's that woman alone in the corner who you want to examine closer to determine if she's attractive or not.

Don't do it.

The club, the bar, the café – wherever you go to meet women – is a performance. You are always being watched. As soon as you start staring, evaluating, or ogling any girl in front of you, you have just disqualified yourself to every woman behind you.

The reason is not just because you appear creepy and desperate, but also because you and your friends don't appear to be interesting, fun, or worth meeting. A man who is successful with women generally doesn't drool every time one passes by.

Here's the key to going out: Everyone wants to be with the most popular person in the room. However, since most groups in the room don't know the others, all you really need is to create the illusion of being popular in that moment.

So as soon as you walk in, don't get caught looking around and not having fun. Be engrossed in an animated conversation with your friends, because your friends are the funniest, most interesting people in the room. Smile, laugh, and make attention-getting gestures. You're not there to meet women, or so it appears. You're there because you enjoy each other's company.

And then, when out of the corner of your eye you notice that girl in the "I stole your boyfriend" baby tee, you wheel around and start a conversation.

She was wondering when you'd notice.

You see, the main thing to remember is that all is lost if you hesitate. You lose momen-

tum, you lose confidence, you lose the ability to make a first impression, and on and on. That's why one of the biggest mistakes you can make when it comes to meeting women is thinking about it too much. Earlier in this section, we discussed walking into the club and looking like you're having a good time, instead of ogling anything in a skirt. Now it's time to start learning how to make your approach.

MAKE THE APPROACH

One of the most important pieces of advice that Neil Strauss received during his own journey to social improvement was the three-second rule.

This means that when you see a woman you're attracted to, you have three seconds to approach her.

If you wait any longer, one of two things will happen.

Either she'll notice you staring at her and get creeped out, ending the game before it's even begun.

Or, more likely, you'll think about it for too long and get too nervous to approach. You'll talk yourself out of it with any number of excuses, such as, "She's not that pretty anyway" or its opposite, "she's so pretty she probably wouldn't go for a guy like me."

Guess what? It doesn't matter whether she's pretty or not. If you stop to evaluate her, you're going to look desperate and shallow.

Instead, take a deep breath, tell that anxious voice in the back of your head to shut up, and go in. The worst that can happen is she'll ignore you or pretend like she has to go to the bathroom. Don't even stop to think about what you're going to say. Once you're committed to the approach, you're going to have to say something.

Then figure out during the conversation if she's the kind of girl you want to spend more time with. If she isn't, the worst that happens is that you look popular to the other women in the club. After all, if this one doesn't work out, you'll be approaching them next.

LEARN TO OPEN

Think about a time when a stranger walked up to you. It might have been at the bus stop or maybe you were walking through the mall. When that person approached opened their mouth, what did you think?

Chances are, you thought, "Shit, what does this person want?" You probably hoped he wouldn't ask you for money or that he wasn't taking a poll. Most likely, you just wanted the interaction over as quickly as possible.

Now, if you felt that way while being approached a stranger one single time, imagine how a beautiful woman must feel; she gets approached by unknown men dozens of times every week. Take your feelings and multiple them by ten. That's what you have to overcome when you approach a lady. And that's why you need a solid opener.

An opener is a question, a statement, an observation, or a funny joke designed to initiate a conversation.

You can imagine a good opener like a mathematical formula. Don't worry, calculators and protractors aren't necessary.

$$\textit{Time Constraint} + \textit{Root} + \textit{Interesting Question/Observation} = \textit{Good Opener}$$

Let's look at the components of that formula in detail.

THE TIME CONSTRAINT

First, there is the time constraint. This component eases the woman's mind that you're not going to hound her all night. It lets her know that you're getting in and out quickly. It also conveys an impression that you're important and sought after. You've got better things to do than sit around the rest of the evening.

For your time constraint, simply say, "Quick question for you... I've only got a minute because I've gotta get back to my buddies."

A time constraint doesn't have to be only verbal. It can be physical as well. This is conveyed by leaning away, rocking on your back foot, taking a few steps away as you're talking, or anything else that makes it look like you're in a hurry or on your way somewhere else.

Simple as that. You've eased her mind that you're not going to take a long time and you've also let her know that you've got a cool group of buddies with you at the bar.

THE ROOT

Next comes the root. This component explains why you are talking to her. What exactly do you want? And why are you choosing her out of all the other people in the bar?

For your root, just say, "My buddies and I are arguing about something and I need a female opinion on something."

That's all there is to it. Now you've explained your intent. But there are some subtle

variations to the opener that can make all the difference, so they are very important to note:

- Do not ask permission to ask your question or make your statement. If you walk up to a group of people and say, “Can I ask you a question?” they can easily respond “No” and turn back to their conversation. Instead, say something like, “You guys look like experts...” or “Let me get your take on this...” and so forth.
- Do not begin the opener by apologizing or excusing yourself. Do not say, “I’m sorry,” or “Pardon the interruption, but...” Certainly, your grandmother always wanted you to be polite, but starting a conversation this way makes you sound insecure at best, and like a panhandler at worst. Where men are initially attracted to beauty, most women are initially attracted to status. And a man of high status never apologizes for his presence.

THE OPENER

After you’ve given a time constraint and root, then you follow with the actual opener itself. (Opener is a definition loosely applied to the combination of time constraint, root, and opener. It’s also frequently applied to the specific question or observation.) A successful opener serves four basic objectives:

- It’s non-threatening and makes no one uncomfortable.
- It stirs up curiosity and captures the person or group’s imagination.
- It’s a springboard for follow-up conversation.
- It serves as a vehicle for you to display your personality.

There are several different types of openers, but for our introductory purposes here, we’ll just say that you can create an opener based on an intriguing question such as “What is the fifth ocean?” or an interesting observation such as “Have you ever noticed the massive bodyguards in suits by the stairs? What do you think is going on up there anyway?” or a piece of news such as “Did you see the fight outside?”

Now that you know the components of openers, let’s look at a classic opener – from start to finish – that has worked countless of times for thousands of men.

THE JEALOUS GIRLFRIEND

Here’s how a successful opener should be delivered:

YOU: Hey guys, I need a quick female opinion from you. I’m debating

something with my buddy and he'd be pissed if he knew I was out talking to people about his problems. So I've gotta get back.

THEM: Okay.

YOU: My friend has been dating this girl for about four months. So they're serious, but not too serious, you know? And she found a shoebox in his closet with photos and stuff from his old girlfriend. Nothing sexual, just mementos.

THEM: Yeah?

YOU: And the new girlfriend wants him to get rid of all that stuff. But he doesn't want to. To him, it would be like throwing out his high school year-books or something. He really likes his girlfriend, but thinks it's unreasonable to chuck all the stuff. From a woman's perspective, what do you think?

And you're off. The reason this opener is so successful is that it invites friendly debate. Many women love examining relationship questions and this allows them to share their own experiences, feelings, and thoughts on how they would react in a similar situation. It's a guaranteed conversation starter.

TALK, NOT ATTRACT

While we're discussing conversation starters, it's worth noting that the goal of an opener is *not* to attract the woman. It's not a pickup line and she's probably not going to rip off her clothes and dive into your bed just because of a question about jealous girlfriends. All an opener is intended to do is generate a conversation and give you an entrée into a group.

OPENER TIPS

Before we leave the subject of openers, here are some important tips to keep in mind. We discussed approaching groups earlier and these concepts will combine with your kickass openers to generate amazing interactions. These tips apply whether you are approaching a single woman or a group of people.

- Always have something better to do than meeting women. The reason is not just that you seem creepy and desperate, but also that you don't seem interesting, fun, or worth meeting.
- Everyone wants to be with the most popular person in the room. However, since most groups in public settings don't know each other, all you need to do is create the illusion of being popular in that moment. From the second you walk in, be engrossed in an animated conversation with your friends.

Smile, laugh, have fun, and enjoy each other's company.

- Don't face the person or group head-on when you first approach. It's too direct and confrontational. Instead, turn your head and ask over your shoulder. Your goal is to give the impression that you're on your way somewhere else and just briefly pausing to ask some random people a quick question en route. Once the group begins to enjoy the conversation, you may turn and face them.
- Don't hover over, or lean into, the person or group. If you're competing with loud music or they're seated, just stand up straighter and talk louder. If all goes well, you'll soon be sitting down with them, or moving somewhere quieter together.
- Smile when you approach. Even if a grin doesn't come naturally, fake it. It predisposes the woman or the group you're about to engage to respond positively. On a subconscious level, a smile signals that you're a friend and not an enemy.
- Your energy level should be equal to or slightly higher than the woman or group you're approaching. Most people are out to have fun. So if you can add to their fun, you'll be welcomed into the group. If you're bringing them down or making them strain to understand you, it doesn't matter what you say—they'll want to get rid of you as soon as possible. Ways to increase your energy level include talking louder, using hand gestures, making an effort to connect with the people you're talking to, and smiling with your mouth and eyes. But don't be too hyper, because that's just annoying.
- Make sure that everyone can hear you, is paying attention, and is involved in the conversation. If you lose just one person, you risk losing the whole group. So if you feel like someone's interest is waning, pull her into the conversation by addressing her directly or commenting on something she's wearing or doing.
- Don't be afraid to approach groups that include men. The more men there are in the group, the less likely it is that the women in it have been approached. And you'll be surprised at how often the guys are nothing more than platonic friends.
- Make sure you pay attention to the men in a group. If they feel you're not respecting or acknowledging them, they'll try to end the interaction. If you think any of the men might suspect you're hitting on them, mention an ex-girlfriend or a crush on an actress.
- If you're interested in an attractive woman, or group of women, who've been hit on a lot, don't approach them directly. Instead, open a group next

to them. Then, during a high point of the interaction, casually pull the woman you originally wanted to meet into the discussion.

EXERCISE: PRACTICE OPENERS

The only way to know if an opener works is to try it. Simply get out there and talk to people, by using the opener to initiate the conversation. For your exercise, go out and practice the Jealous Girlfriend opener on 3 women or groups of people that contain women. You can approach on the street, in a bookstore, at the mall, in a nightclub, or wherever else you find people.

It's not necessary to continue the conversation beyond your opener. Simply say, "It was nice meeting you," and be on your way. Even if the opening does not go well, just file the experience away and move on to the next encounter.

MR. CONVERT: A FIRST PERSON TALE

Using openers to get early success is one of the ways men start to really understand that everything they thought they knew about dating is wrong and that the secret code is correct. Certainly, that's how it happened for Evolve.

The note simply read, "It has all the answers..." and nothing else. Attached was a copy of Neil Strauss' The Game: Penetrating the Secret Society of Pickup Artists. I quickly realized the book was no joke. After skimming through the first few pages I was hooked.

I tore through the text, reading it into the morning, stopping only because my vision was blurred and my eyes were red from the reading. I fell asleep, my mind flooded with new and exciting ideas.

I woke up that evening to a beeping cell phone. It was a text from an old friend inviting me to a party in the next town over. I quickly got dressed, putting on my best outfit. I couldn't wait to give this new material a try.

That night I used an opener for the first time. Within minutes I had a crowd of women around me. It was amazing. I'd never captured a group's attention that quickly before. When the conversation ended I had goosebumps. I felt like a superhero exploring his powers for the first time. An hour after using my first opener, I was making out with a busty blonde girl who, at the time, was the most attractive woman I'd ever kissed.

WHAT IF I GET CAUGHT?

Ever since you saw the script above for the Jealous Girlfriend opener, there might have been a little voice in the back of your head fretting, "What if I get caught? What if she's already heard that opener?"

First of all, it's very, very unlikely that she's heard it. The Jealous Girlfriend is arguably the most well-known opener in the world. It's been referenced in bestselling books and cable television shows. However, extensive Stylelife research shows that when delivered, this opener was recognized only 3.4% of the time. The most famous opener of all and yet it passes unnoticed an astounding 96.6% of the time!

Secondly, in the unlikely event that someone does say they've heard this before or that guy over there just asked the same question or whatever, simply say you were experimenting. "My friends were telling me that's a great way to start a conversation with new people and I wanted to try it out."

Most importantly, you should remain calm. You've done nothing wrong. All you tried to do was initiate a conversation. You've broken no laws, you've not been rude, you've ruined no one's night. So do not act like you've been caught in a policeman's high beams. Smile, be calm, and say you were trying something new.

This idea holds true with anything you try as you improve your social life, not just delivering openers.

HOLD THE GROUP'S ATTENTION

Now, back to our interaction with the ladies. You used the Jealous Girlfriend opener and generated a nice conversation. What happens next?

Often, you'll be asked for your take on the dilemma you've asked about. So if you asked the group if your pal should ditch the photos or ditch his girlfriend, they will likely want to know your opinion on the matter. Make sure you have one.

As the conversation progresses, keep in mind that if you're normally a sarcastic or negative person, this worldview may create a bond with some women, but it rarely creates attraction. One of the keys to drawing people to you, and making them want to stay there, is radiating positivity.

This is why it's best to draw openers from your own life. If the opener is about someone in college, you should know the college mascot. If it's about another country, then you damn sure should know the country's capital. Determine in advance the ages, professions, relationships, and other details of the people in the openers you use. If you deliver the opener correctly, she will most likely be curious and ask follow-up questions. So be prepared.

But don't over-prepare. You'll come up with plenty of clever responses to common questions, related topics to discuss, and interesting details in the moment. For example, if you're using the Jealous Girlfriend opener and it elicits a flurry of conflicting opinions, you may find yourself saying, with a bemused smile, "You guys are great. You're just like *The View*."

However, beware of a common beginner mistake: desperately hanging onto the opener. When the conversation's energy starts to wane, or you catch yourself frantically devising a way to continue the opener's topic, then it's done. Cut the thread and move on.

Now that you're having a good conversation with the group, let's take a time-out for a moment and examine the dreaded concept of "the friend zone." Because what you do during this conversation will go a long way towards springing you from that prison or adding to your jail sentence.

MR. NICE GUY: A FIRST PERSON TALE

As this story from our pal Evolve proves, nice guys are the easiest people to catch and throw into the friend zone slammer.

I was addicted. My life revolved around this girl. I tried everything I could to get her to like me as much as I adored her. I brought her gifts, paid for meals, and dressed the way she liked. I bragged about everything that happened to me. The few times she seemed interested, I chickened out and couldn't make the move. I'd go to her house a few days a week, where she spent hours complaining about other guys she was dating. Throughout her complaints she'd mention that she wanted a "good guy."

I found myself in a state of utter confusion. How could she not see that I was the good guy?

Fed up with her inability to see what was right in front of her face, I finally built up the courage to ask her out.

I was sweating, my hands were trembling, my voice cracked, and my every word was filled with fear. I said something that ended with, "...so I think I should be your boyfriend." Although I can't remember exactly what I said, I recall her reaction like it was five minutes ago.

Her head tilted slightly, the way a dog does when it's confused. Slowly she moved closer to me and hugged me tightly. Awkwardly, I hugged her back.

Inside, my heart pounded with excitement and a thrill of accomplishment shot through my body. "I did it! I made her realize that it was me who she was looking for."

Then she spoke. "You're such a good friend to me. It would be weird if we dated. We should just be friends."

My friends and I would come to call guys in my position "satellites," because we orbited a girl for years until we finally tried to enter her atmosphere, and only to crash and burn in the end.

I didn't want to be a satellite any more. I had to figure out what I was screwing up.

Evolve and his pals called it being a satellite. Other people consider it being trapped in the "friend zone." Whatever the label, chances are it's happened to you. And it sucks.

Many people will incorrectly advise you that you must be a jerk to be successful with women. That sounds slightly plausible. You probably have memories of comforting a woman you adored while she cried about the bad boy who broke her heart. But don't be fooled. Avoiding friend zone has nothing to do with leather jackets, screaming guitars, or hot rodded motorcycles. It's not about being a bad boy.

It's about having standards. And value.

It's about not accepting just any woman who will speak to you. And one way you communicate that personality trait is by disqualification.

DISQUALIFY HER

Disqualification is one of the most counterintuitive strategies used while dating. Conventional wisdom suggests that you should want a woman to picture the two of you together. Supposedly, you want her to realize that you have shared interests and hobbies and desires. Stroll around a bar and you'll hear goofballs exclaiming, "Wow! That's amazing! I like breathing too!"

And that's precisely why conventional wisdom doesn't work. You should strive to be the *exception*, not a duplication of every other dude in the bar.

Thus, the lesson is that in every interaction, be the person giving validation, not the one needing it.

One of the quickest and most playful ways to accomplish this is through disqualification. To disqualify a woman, demonstrate early in an interaction that you're not interested in her. Even though you ache for her to spend eternity with you, disqualification turns the tables and makes her want to chase you. For example, telling a woman with blonde hair that for some reason you've only dated brunettes disqualifies her as a potential girlfriend.

If this sounds odd, consider this: Beautiful women are constantly approached by men. They assume that nearly every guy wants to sleep with them. So when you remove yourself from the dating pool in a confident way, you immediately stand out—after all, everyone wants what they can't have.

Another advantage is that using a disqualifier in a group can help you win over the friends of the woman you're interested in, who are used to repelling the steady stream of men striving for her attention.

Finally, disqualification helps build trust because it demonstrates that you're not just motivated by the desire to sleep with her. By waiting before showing interest, you give her an opportunity to win you over with her charm, personality, or intelligence.

Be careful though. Not every interaction requires disqualification. Sometimes the feelings are mutual and two people are immediately attracted to each other. Also be aware

that if you're dealing with a woman who lacks confidence or self esteem, you should avoid teasing her, since she's constantly disqualifying herself in her mind anyway.

Once you get comfortable using disqualifiers, you'll realize that they're not such a bizarre concept at all. Instead, they're the foundation of most flirting interactions. Most disqualifiers are meant to be playful. Others are used to demonstrate that you have high standards, and won't date or sleep with just anyone. However, let's be clear: a disqualifier should *never* be hostile, critical, judgmental, or condescending. There's a fine line between flirting and hurting. And disqualification is never intended to be mean or insulting. So say these with a smile on your face and laughter in your voice, as if you were good-naturedly picking on a younger sibling.

SCREENING

Women test men. They do so for many reasons: because they want to select the best guy from many suitors; because they've been hurt in the past and don't want to make the same mistake again; because they want confirmation that you authentically possess the qualities that attract them. Throughout your interactions with most women, whether they're consciously aware of it or not, they're directing the microscope your way to see how you'll react.

These tests range from flirtatious teasing (such as saying you're too young or too old for her) to serious interview questions (such as inquiring why you and your last girlfriend broke up). Men normally placidly sit there on a sizzling hot seat answering the questions like they're on Oprah's couch, hoping that if they say the right things, she'll choose them. What these guys don't realize is that they're losing simply by submitting to the test.

EXERCISE: LIST YOUR CRITERIA

As you transform your social life, you will no longer have to settle for any woman who speaks to you. You won't have to remain in unfulfilling relationships because you fear being alone. Instead, you'll be able to be choosy and disqualify or eliminate unsuitable women from your social pool.

Your exercise is to take a moment to imagine your ideal woman. Then list on a piece of paper five specific criteria you would like her to possess. Consider such qualities as personality, looks, upbringing, values, interests, and life experience.

Next list five dealbreakers. Qualities that would prevent you from dating someone could include smoking, drinking, drug use, jealousy, pets you're allergic to, and emotional baggage.

Keep in mind that this is just an exercise. When dating, remain open to the unex-

pected. If you're looking for someone who fits the bill exactly, you might overlook an even better match when she appears but doesn't meet your pre-set criteria.

In the meantime, this list will provide you with endless criteria for disqualification. On the simplest level, you can ask what her favorite films are, and then act as if her answer is a dealbreaker. "You actually enjoyed *The Wedding Planner*? That's it. I'm going home. Nice meeting you."

If you want someone who's adventurous, ask her: "What's the wildest, craziest thing you have ever done?" When she answers, disqualify her by saying, with a smile, "That's great. You and my grandma would really get along."

The point of screening is never to make a woman feel bad about herself, but to set yourself apart from the hordes of men who will sleep with anyone indiscriminately.

Screening allows you to flip the script and see if the woman you're interested in meets your standards. Before doing this, it's important to know exactly what your standards are.

PUSH AND PULL

The opposite of disqualification is qualification, or acceptance. When combined, these two techniques are very powerful.

If she says or does something good, give her a positive, accepting statement ("I like your attitude"); if she says something that could be perceived as negative, tease her with a disqualifier ("Note to self: do not date this girl").

Taking control of an interaction by alternating back and forth between these two poles—punishment and reward, validation and invalidation, approval and disapproval, qualification and disqualification, push and pull—is one of the key ways to amplify your success with interactions.

Like everything else, push-and-pull should be doled out humorously and not cruelly. One way to make the process fun is to establish a point system: Give her points for good behavior and deductions for bad behavior. If you want to take the concept further, tell her she can claim rewards at certain point thresholds: At 40 points she gets to touch your bicep, at 80 she gets the first three digits of your phone number.

Perhaps the most fun form of push-and-pull is inventing a relationship prematurely. Tell her with a laugh that you're going to make her your girlfriend—on Fridays only—or joke that you're going to marry her on the spot. Then, moments later, pretend to be upset by something she just said or did and change the status of the relationship. Tell her you're

demoting her to your Tuesday girlfriend, or you're filing for divorce and she can keep the cat.

IF YOU DISH IT OUT...

If you dish it out, be prepared to take it. She may respond to disqualifiers or push-pull techniques with a sharp comment of her own. If she does, don't panic. This a good thing. It's called flirting. Just be prepared with an even more clever retort to fire back. If you're stuck for an answer, just nod your head, smile, and say, "Respect," as if she's met your approval.

CONGRATULATIONS!

If you've abolished approach anxiety, mastered the art of approach and opening, and handled some basic disqualification and push-pull techniques, then you now have the basic steps under your belt. By this point, you're already seeing an improvement in your social life. Even if you aren't getting more dates yet, you should still be more comfortable approaching beautiful women. Which is quite an accomplishment.

Take a moment to savor the change in your life. To enjoy your newfound confidence. To appreciate how many additional opportunities you have in life. Relish it all.

And then get back to work!

TRANSFORMING YOUR SOCIAL LIFE

With the basics mastered, it's time to move on to the intermediate steps in transforming your social life. The basic steps are about building a foundation. They get you out of the house, they teach you to start approaching and disqualifying. But now, the next tier of the secret code is where the work of attraction really happens.

Remember that simply interacting isn't attracting. While it's fantastic progress that you're chatting with more women than before, that's not enough. You have to employ more sophisticated techniques such as more detailed opening, storytelling, demonstrating higher value, and other concepts to really take your social life to the next level.

TYPES OF OPENERS

In the Basic Steps, we discussed openers as a tool to generate conversation. Now, we're going to become a bit more detailed in our examination of openers. There are actually sub-types of openers.

INDIRECT OPENERS

For the most part, indirect openers are conversation starters where you are not indicating any level of attraction to the woman. You're simply asking an intriguing question. The Jealous Girlfriend that we discussed earlier is a perfect example of an indirect opener.

DIRECT OPENERS

Direct openers are when you approach a woman and openly state your interest in her. Don't mistake this with being sleazy or crude. Instead, it's a simple, "Oh wow, you're just so incredibly cute," when a nice looking cocktail waitress walks by in a bar. Or, you could

say, “I saw you standing over here and just had to come say hello.” The point is that they both signify your interest without any obfuscation.

Be aware that direct openers generally require more confidence and willpower than an indirect one because you are openly putting your feelings and intentions on the line. Also – and this is important to note – be aware that most of the techniques in *The Secret Code of Seduction* were created because being direct actually isn’t that successful the majority of the time. “Can I buy you a drink?” is a direct opener. How many times has it worked for you?

None of this is to say you shouldn’t use direct openers. Rather, they should be a component of your social skills arsenal because under certain circumstances, they can be effective. Just not in every situation, every time.

DO NOT BUY HER A DRINK

While we’re talking about buying drinks, it’s time to discuss yet another example of how conventional wisdom about dating is simply outdated and ineffective. It’s the classic pickup maneuver, straight out of black-and-white movies and television shows. And it never works.

When in a bar or nightclub, you should not purchase a woman’s drink.

Our parents all raised us to be polite, and no one is suggesting that you act like a stingy buffoon. But the fact of the matter is that you should not have to pay for her attention. Your presence, your charm, and your dazzling personality should be more than enough reason for her to talk to you. Don’t feel like you have to immediately shell out twelve bucks for an overpriced, watered-down cocktail just to keep her nearby.

After you’ve established yourself and the woman is attracted, then you can buy a drink as long as she reciprocates. This isn’t about being a tightwad for the rest of your life. It’s about a more significant mental mindset: that you have the value, not a fruity drink with an umbrella in it.

Now, let’s get back to openers.

SITUATIONAL OPENERS AND INTERNAL OPENERS

Situational openers are ideas you can generate by simply observing something in the current environment and creating a comment or asking about it.

Internal openers are derived from the process of sharing something about your internal state of mind and getting feedback on it. For example, simply saying “Shit, I’m thirsty, I’m going to die before the bartender gets over here,” to a woman while you stand at the bar.

The situational environment can provide a plethora of conversational topics to open a discussion on:

- Who is around? Reference other people in the vicinity or in the news. For example, suppose a limousine pulls up to the corner of the street. You turn to a woman and say, “I told my driver to stop harassing me! Could you please get him out of here before someone recognizes me?”
- What is she wearing? Reference her clothing, accessories, and what she is holding. For example, if she is holding a Statistics text book, you say, “You know, I had that class before. Is your teacher Ms. Smith?”
- What events just occurred or are about to occur? Reference some scheduled activity. For example, if you are standing at the bus stop, say, “Do you know when the next bus is coming?” Or, if a band just completed their set at a club, you could ask, “What group is playing next?”
- Where are you? Reference the venue. For example, if it is the intermission of an opera, say, “I just love these old opera houses. Aren’t those private boxes the coolest looking places?”
- Why are you there? Reference a common purpose. Suppose you’re standing in line to register for a class. Turn to the woman and say, “Hey did you hear that we can now register online? Makes it easier than standing here all day.”
- How are people interacting with each other? Reference other people in the venue. For example, point out a couple and say, “Do you think those people just started dating or that they have been dating a while?”

By contrast, internal openers refer to your own personal state and seek some feedback.

- “Don’t you hate it when you get a song in your head and just can’t get it out? It’s driving me crazy.”
- “I’m so excited. I just started a new job. What should I do to celebrate?”
- “I just got this new ring as a gift, what do you think?”

Make sure the comment is positive, uplifting, and funny, if possible. Stay away from negative topics. For example, don’t approach a woman and say, “I sure have a massive headache, what kind of medicine do you recommend?” You could certainly try that tact, but it’s not going to be as effective because it’s a negative situation. You are not putting your best foot forward, as you might remind her about the last time she had a headache which

could trigger all kinds of negative internal responses. It's safer not to go there.

STORYTELLING

EXERCISE: CREATE YOUR OPENERS

Now that you know the various types of openers, write down some that you want to try out in the field. Write down an example of an indirect, direct, situational, and internal opener. Practice saying these openers to yourself or to a friend. And then go outside and approach a woman or a group of people. Make at least one approach using each of the openers you jotted down.

Armed with so much information about opening, you're undoubtedly talking to more people. But what do you say after the conversation moves beyond your opener? That's where storytelling comes into play.

Though conventional wisdom is that women want guys to listen intently, in the early stages of an interaction learning to speak is equally important. This is because it's your job to demonstrate you're worth talking to all night.

And your vehicle for doing this is your past. Rather than telling women your best qualities and most charming quirks, stories allow us to display them. The oldest cliché amongst fiction writers is "show, don't tell." As an author, you don't want to write that the sadistic albino monk is angry. Instead, you should devise a scene in your conspiracy thriller where he kicks in the door and then smashes a valuable chalice. This action *shows* he's angry. And it's infinitely more effective than just telling. Your stories accomplish the same goal. They show – and prove – that you are courageous or generous or funny, as opposed to you just openly claiming to possess those qualities.

They also prevent you from blitzing a woman you've just met with generic questions about where she's from and what she does for work. And finally, effective storytelling techniques provide the opportunity not just to fascinate a group of people, but to inspire them to share their own tales in return.

You may be lucky enough to be a great storyteller already. Maybe you're able to hold regal large dinner parties with the tale of that one time you broke into a pharmacy at three in the morning to get vital medication for your girlfriend. If that's the case, you probably know to leave out the part about the police run-in after you got caught for leaving behind your driver's license.

Or perhaps you're less loquacious, unable to think of stories on the spot or to hold anyone's attention long enough to share them. Many men claim that their lives aren't interesting and they have no stories to tell. This is just another limiting belief rearing its head. It does not matter how small a town you live in, how little you may have traveled, how normal your family is, or what age you are, you do have interesting stories to tell.

The great Southern writer Flannery O'Connor said, "Anybody who has survived his childhood has enough information about life to last him the rest of his days." So do not be afraid. You do have stories. You just have to find them.

Think of the memorable moments in your life, whether they're pivotal experiences that shaped who you are as a person, or just funny, trivial anecdotes that you enjoy sharing. They might be:

- Ironical and embarrassing, like the time you went to relationship counseling with your girlfriend and the therapist hit on her.
- Adventurous and exciting, like the time you were sky diving and the parachute wouldn't open.
- Sexy and awkward, like the time the married woman sitting next to you on the plane tried to seduce you with an airline blanket and a bag of peanuts.
- Naive and touching, like the time your hamster died and you thought it was sleeping—for seven days.
- Small and poetic, like the time you were taking out the garbage and suddenly realized the meaning of life.
- Dangerous and heroic, like the time you saved a girl from some guy who was threatening to beat her up outside a restaurant in Madagascar.
- Current and confusing, about something that happened only minutes ago, like a bartender asking you how to make a Mad Monk.

Now think back over your childhood, family life, school, work, travel, recreation, or dating experiences, from your childhood memories to what you ate for dinner last night. Extract from those experiences 5 personal stories. Then give them intriguing names (like "The Magical Beer Keg Adventure" or "The Solidly Sleeping Hamster Story") and write them down on a piece of paper.

If you're having trouble coming up with 5 stories, think back on recent conversations you've had with friends and family. Try to recall any anecdotes you told that elicited excitement, intrigue, or laughter.

If you're still having trouble, imagine pitching a movie about yourself to film producers. What key stories from your life would you need to include to intrigue them?

If you're still stuck in neutral, phone someone who knows you well and ask them to share a few favorite memories about you.

Now from your list of 5 potential tales, focus in on the 2 stories that you think have the most potential. Then you can proceed to polish them. Write out each of the two stories in their entirety. Anything goes—as long as you don't fib, because it could come back to haunt you. Here are a few tips:

- **Start strong.** Your story needs to make a good first impression, and the best way to ensure that is to have a short, sharp, clear initial sentence. This can be a summary that flows naturally out of the conversation: “Oh yeah, that’s like the time I was forced to eat rancid shark in Iceland.” It can take the form of a question that grabs the listener’s interest: “Have you ever eaten rancid shark?” Or it can just be an intriguing hook: “The craziest thing happened to me while I was in Iceland.”
- **End with a bang.** If the story takes a surprising twist at the end, reveals the answer to a mystery posed earlier, has a non-cheesy punch line, or wraps everything up into a neat lesson, this is ideal. Either way, make sure your last sentence leaves the listener with laughter, excitement, shock, admiration, disbelief, or any strong, positive emotion.
- **Insert intrigue.** Suspense occurs when a listener knows something is going to happen next, but doesn’t know what it is or how it’s going to happen. Ensure your audience is aware at all points where you’re going with the story – or least that you’re heading somewhere – but not how you’re going to get there.
- **Focus on vivid details.** Revisit the experience in your mind as you write. Recall sights, sounds, smells (particularly scent! It is one of the strongest senses, and yet people always forget to describe smells in their stories), and feelings. The richer the detail, the more involved the listeners will become.
- **Mix in some humor.** Watch good stand-up comedians, and you’ll notice that between a set-up and a punch line, they squeeze in several additional jokes—plus a tagline after the punch line for an extra laugh. Find waypoints where you can add humor into your story. Useful devices include making fun of yourself, others, or human behavior; comical exaggeration; references to previous jokes; and saying the opposite of what people expect.
- **Add value.** When illustrating your positive traits, there’s a right way to brag and a wrong way. The wrong way is to explicitly state it in a sentence: “I just bought a new car.” The correct technique is to share a casual detail that helps paint a picture: “So I was driving home, and I had to unroll the window because the new car smell was suffocating me.”
- **Eliminate Excess.** When you’re finished, reread your story. Make sure it’s easy to follow and doesn’t include unnecessary details and information. Mercilessly remove anything that doesn’t contribute to the story. You may need to tell the story to a few people and make sure the pacing works.
- **Check the final length.** Your story should last no less than thirty seconds and no more than two minutes (that’s roughly seventy-five to three

hundred words on paper). If it's shorter, add more intrigue and humor. If it's longer, cut more excess.

Once you have both stories clearly written out, distill them to their major plot elements and make bullet points for each one.

Though you're going to practice reciting your entire story, all you need to memorize are the bullet points. This way, your delivery will seem less scripted and you'll have more flexibility to expand and collapse the story, depending on your audience's interest level.

EXERCISE: SHARE YOUR STORIES

During the course of conversation, share both of your stories at least twice. Look for opportunities to insert your story into the conversation without abruptly jerking the chat into a foreign topic. For example, if you are talking with a woman about her friend with cancer, don't blurt out, "Hey, did I ever tell you about the time I ate 16 hot dogs!" There's no transition there and you'll be seen as socially awkward.

Instead, be ready for a natural thread in the conversation to lead to one of your stories. Maybe the woman is talking about her dog and you can say, "That reminds me of the time my dog ran away when I was in third grade." And then tell your story.

DEMONSTRATE HIGHER VALUE

Effective storytelling is one of many skills that are known as demonstrations of higher value. While every other guy at the bar is babbling aimlessly about fantasy football, you're regaling the crowd with riveting stories of adventure and hilarity. But storytelling isn't the only demonstration of higher value. There are many, many more.

You can perform magic and illusions, you can play games, you can be the social center of the room, you can give astrological readings, and – under the right circumstances – even fixing the muffler on a 1976 Ford Pinto is a demonstration of higher value.

The main thing to remember is that you always have to be the exception. Whatever the situation, you should be different than the other men around you. For example, think about the common belief that rich men get all the beautiful women while all the blue collar dudes are left behind. Imagine you're on a party boat in the open sea and the engine dies. All the wealthy power brokers can't summon their minions because you're out of cellphone range. And the boat can radio for assistance, but that's going to take hours. Instead, you roll up your sleeves and put your day job experience as an auto repairman to use. And you get the engine chugging again. You saved the day! Now who is exceptional in this situation? The helpless CEOs in their fine suits or you, the joe with dirt under your nails who rescued everyone?

So being the exception is all about standing out in your environment, whatever that environment is. For the purposes of this discussion, we're going to look at a fun game you can play when surrounded by people. It's a way to engage folks and be entertaining, while the other men are staring at the football highlights on the big screen.

PENNY-NICHOLAS GAME

The first task is to acquire a penny, a nickel and a dime. You could carry the set of coins around, but you could also use this opportunity to create an opener.

"Hey, do you have a penny?"

"Hey, would you happen to have a nickel?"

"Hey, you gotta dime?"

You could borrow the required coinage from the person you are demonstrating the game to or from a third party.

Once you have your game's tools, it's time to begin.

"My friend showed me this cool game. It's a trip. You ready? OK."

Present your left hand palm up, fingers together, to create a table for your effect.

Spread the coins out in your palm, heads up, in a line.

Place the penny nearest your finger tips, the nickel in the middle, and the dime nearest your wrist. This ordering will move the energy of the game inward to you as you do the pointing.

We might be doing this a few times, so let's call this Run-Through Number One, or Run-I.

After a dramatic pause with the requisite excited eye-gaze with every member in the group, state the following,

"<Your Name>'s mother had three children: Penny, Nicholas, and ..."

So, let's say your name is Joe. You would recite, "Joe's mother had three children: Penny, Nicholas, and ..." When you say Penny, point at the penny. When you say "Nicholas", point at the nickel. If you need to make eye contact with her, do so and then shift your gaze to the coins,

so she will follow your gaze and look at the coins to see what you are pointing at.

Then point at the dime and keep quiet.

Let the pregnant pause go to term.

Look at your partner with expectant, raised eyebrows, ask if they were about to speak.

Your partner will feel the conversational lead and attempt to fill in the verbal blank.

They might say something like, “Dime-o”, or “Dime” or some other name that is not the correct fill in-the-blank answer.

Go ahead and stop reading and see if you can figure out the right answer yourself.

Got it? – The solution is: it’s your name “Joe” because it’s your mother.

Now, normally, you shouldn’t give in easily and tell your partner the secret, because I want them to have the “AH-HA!” experience for themselves, which would have the greatest inspirational impact, and generate the greatest amount of positive emotion. It would be more limp if you have to explain it to them. Like explaining a joke that fell flat.

If they don’t get the correct answer, or any answer at all, I’ll repeat the exact same procedure in Run-2 as in Run-1.

If they still don’t get it after Run-2, it’s time to switch it up. Now it’s time to turn on the friendly touch. If you have already developed some comfort with your partner and extended their physical comfort zone a bit, you can start with Run-3, but if you just met them, it’s safer to start with the design set forth in Run-1.

In Run-3, we run through the exact same script, except instead of your hand, we will be using your partner’s hand. This requires a bit of playful touching, and when you do this confidently and with an easy demeanor, it will relax your partner and demonstrate that you are not dangerous, and in fact fun to hang with!

You could either say, “Gimme your hand,” or “Lemme see your palm,” as if you were about do to a palm reading. Or you could just proceed by gently but firmly taking their wrist, lifting their hand, and fastening it into space with the fingers together, palm up in the platform position. Place the coins on her palm in a line in order, penny, nickel, dime pointing at you. Support her hand with your left hand through the entire run.

Repeat the quote while pointing at the appropriate coins.

“Joe’s mother had three children: Penny, Nicholas, and ...”

If doing the extended three-run version before getting to hold her hand, it will seem as though this entire switch-up from your hand to her hand adds some clarity to the game, but actually not much logically has changed besides who’s hand is holding the coins.

Of course, after Run-1, every repetition of the game will give them time to think, and they may be inspired to figure out the solution at any time, at which time you can celebrate together.

If there are more than two of you in the group, you can take turns with a run through of the game with every member of the group.

If you are isolated with your partner in a private conversation, after Run-3 teach them to say the quote and do the pointing to the coins in the proper order in Run-4.

“OK, now you say the quote and point at the coins like this,” and run through it again, this time teaching them the setup.

After four runs of the game it might start to get tiring, and they might start to get a bit frustrated, so it's time to make it easier for them.

Take away the coins.

Now, in Run-5, have them say the quote, or, if they haven't memorized it yet, say the quote for them again without any coins, hands, or pointing. Just smile and look at them softly in the eyes, as if you are psychically transmitting the answer to them.

Without the visual stimulation of the coins and pointing, it is much easier to solve the riddle. Unfortunately, after conditioning them with the coin visuals a few times, they now might still be visualizing the dime staring back at them inside their mind, taunting them.

If they still don't get it, promise to tell them the secret of the Penny Nicholas game the next time you hang out. This intrigue may help secure another date, or if they are the intensely curious type that can't wait, they might start hanging on your arm, begging “Tell me. Tell me.” Which isn't a bad thing either. In this case, point at your cheek for a peck, in exchange for the revelation of the secret of Penny-Nicholas.

The reason why this trick works is because of the visual misdirection. The penny-Penny and nickel-Nicholas connection made an inference that there was some indirect link between what was spoken and what was seen. In fact, the solution would be had much easier without all the visual and tactile rigmarole to start with.

This engaging game is only one way you can demonstrate higher value. The key is to simply always show your worth to the woman, or the group. Be the social center, be the exception, be knowledgeable, be memorable, and be valuable.

MR. VALUABLE: A FIRST PERSON TALE

The easiest way to increase your value is to learn a new skill. Something Evolve realized and has served him well over the years.

“You should take the salsa class, man,” my social mentor instructed as we walked to the science building. “And you should think about taking that voice and speech class as well. You're voice is important.”

“Why would I want to do all this crap? I hate dancing,” I said with disdain.

“Uh, because no other dudes know how. Plus, what guy do you know that actually goes out of his way to learn things like this?”

“You,” I said. My friend got more women than I could count. A little black book couldn’t come close to containing all the names and phone numbers he collected in those pre-cell phone days. This fucker needed a filing cabinet for all his female contacts.

“Exactly, and I get laid,” he said, smirking. Then he continued, “That’s why you should take the classes. The more you know, the better your chances with a girl, because the next guy doesn’t know shit.”

His words were making more and more sense to me. Although, his lessons were sometimes crude, my seduction sensei knew what he was talking about.

By the following weekend, I was enrolled in a voice and speech class, and I was taking salsa classes on Friday nights. I would end up using skills I learned from both classes countless times over the course of the next years.

Evolve experienced the payoff for learning new skills and being valuable to people. But after you’ve done these things, after you’ve approached and opened properly, after you’ve demonstrated value, how do you get the date? Do you beg for the woman’s phone number, wait the conventional three days, and then call her?

No. Instead, you use a technique called seeding.

SEEDING

Asking for a phone number can be one of the most challenging moments in an interaction with a woman. If she declines, or instead asks for yours because she claims she doesn’t give her phone number to guys, then all your previous efforts to build a connection with her have been for naught.

So what should you do?

Don’t ask for the phone number at all. That seems counterintuitive, but as we’ve stated all along, conventional wisdom is woefully inadequate with preparing you to be more successful with women more often in more varied situations. So although it seems weird, yes, you shouldn’t ask for the phone number at all. That’s because seeding is going to enable you to get them digits without putting yourself in a vulnerable and uncomfortable position.

Seeding is a technique in which you mention a tempting event but do not immediately invite the woman to attend. For example, casually mention a party you’re going to, talk about how cool it’s going to be, and then move on to other topics. Then, later in the interaction, before you’re about to leave, decide to invite her to come along.

For example, at some point in conversation with a woman you meet, you might mention your favorite bowling alley.

“It’s this amazing place, even if you don’t like bowling. It’s full of old dudes in their sixties and seventies, with groovy pompadors and snazzy shoes. They play great music on this old fashioned juke box and the bartender makes the best Manhattans in town. A few hipsters are always scattered about and the girls from a local modeling studio always stop by. It’s completely unknown to most people in town, so it’s a hidden gem.”

After you tell the story, mention that you’re going bowling with friends on Tuesday night. The obvious and expected step would be to ask her immediately to join us. But because it’s so obvious, you shouldn’t do it. Remember, you want to be the exception, not the rule.

Instead, because you are no longer an obvious kind of guy, move the conversation on to other subjects, and let her wonder why she wasn’t actually invited. Only at the very last minute, turn to her and say, “Hey, you know what? You should come bowling with us on Tuesday.”

Sure, maybe you could have invited her when I first mentioned the restaurant; maybe she would even have said yes. But the point of the secret code of seduction is to eliminate the word “maybe” as much as possible from interactions with women.

Seeding helps to increase the odds of her saying yes, by avoiding the kind of pressure she might feel when confronted with a sudden invitation – pressure that often triggers a negative autopilot response. Mentioning the event, and then giving her time to think about whether she wants to go before you get around to inviting her, gives her a chance to come to an affirmative decision on her own. In addition, as you learned through our disqualification discussion, not inviting her when you first mention the event will only increase her desire to go.

Having a pretext for getting together again, and a plan set in stone, also drastically reduces the chances that she’ll later refuse your call or never call you back. Even if she’s not sure about you yet, she’s more likely to come along anyway, just for the experience. Tagging along with a small group of interesting people to rock the coolest bowling alley in the area, or check out the best street artist who ever lived, or go to the most exclusive, hidden club in town, is a lot more tempting than “grabbing a cup of coffee,” or “dinner and a movie,” which is how most guys ask women out. And compared to an actual date, in which she’s trapped all night with a stranger with high expectations, your low-pressure event is a much more appealing option.

Make sure you avoid seeding with events that are complex, far away, or last longer than a few hours. People are less likely to say yes to something if the cost of commitment is high.

MR. JOHNNY APPLESEED: A FIRST PERSON TALE

Don't let romantic comedies fool you. Sure, the girls in the audience get all misty when Lloyd Dobler appears with a boom box blasting Peter Gabriel tunes or when Richard Gere arrives in his limo to whisk Julia Roberts away. But those famous movie scenes feature grand gestures made later in relationships. If you try a grand gesture in the early stages, it can seem creepy. Bravo, a Stylelife staffer found out the hard way when he starting dating again after a divorce.

I hadn't asked a woman out on a date for years. Suddenly, I was back in the dating scene. And I was clueless.

I wanted to treat women well. I wanted to show them I could take care of a lady, be romantic and be creative. I guess if I'm being really honest, I wanted them to tell their friends I was like something out of a movie.

So I invited women I just met on romantic weekend getaways to the Caribbean. I asked a woman at a bar to come home for Thanksgiving dinner. I invited a lady at work to participate in a 24-hour charity event with me. A cute clerk at a bookstore made a good recommendation so I asked her to canoe down a river with me.

And every time, I wondered why they never called me back.

Then, I learned about seeding from Neil Strauss and everything changed.

I have a great group of wildly diverse friends. We're men of a certain age, we're not filthy rich by any means, but we're not starving college kids either. We like good food, some fine wine, and adventure. So I just started talking to women about the things my pals and I had planned. And suddenly everyone was dying to tag along!

I realized my earlier attempts were too heavy-handed. There was too much pressure. I wanted to make a big impression, like a scene out of a movie, but that fell flat. Once I learned how to invite out women by not inviting them out, I was like Johnny Appleseed and the fruits of my social life labor started spring up all over town.

As Bravo experienced, once you start seeding compelling plans into a conversation, the phone number exchange and the next meeting can occur effortlessly.

GETTING THE PHONE NUMBER

Nowadays, everyone tries to collect numbers by tapping away at their cellphones and PDAs. That's okay, but remember: you're not like everyone else. You're mastering the secret code. So when you've approached, opened, disqualified, demonstrated value, seeded, and it's time to exchange contact info, you're going to use some old fashioned tools. But the effect of this technique is cutting edge, 21st century results.

Imagine an interaction where we just left off with seeding. You've turned to the woman

and, almost like it's an afterthought, you asked her to tag along to the hip bowling alley. Tell her, "Here, I'll give you my information." Many women may have an automatic response to go on high alert when a man asks for their number. But they will almost never object to taking your information.

Take out a pen and a business card or some other small piece of paper. Tear it in half. Write your name and number on one half of the card.

Hold onto your scrap of paper and hand her the blank half along with the pen. She'll take the items you've offered because it would be socially awkward to refuse them. The majority of the time, she'll just jot her name and number down. In those rare instances when she balks, she will likely ask, "What am I supposed to do with this?" If that happens, show her your half of the card with your information on it. Look at her with an expression that conveys an attitude of "Duh, what else are you supposed to do with it?" She'll likely follow along when she gets the hint.

Now, just exchange the halves of the business card. She can contact you. You can contact her.

You did it! You got her number. That's a major accomplishment. But there's something you need to do prior to high fiving your pals and launching into your endzone celebration. This is important so let's be very explicit here:

Do.

Not.

Leave!

If you dash off immediately after getting her digits, the woman will think you were only collecting trophies. She'll basically get buyer's remorse and regret giving you her information. Instead of running off brandishing your accomplishments, share one additional story or interaction. Spend a few moments with her, ensuring that she's looking forward to the activity you seeded. Then, you can politely excuse yourself.

And save the high fiving with your buddies for the parking lot.

FROM GOOD TO GREAT

It's important at this point to reflect on how far you've come. Learning the secret code and transforming your social life can be grueling. But you've gone further than the vast majority of men on this planet. While they're still fumbling around, hoping to luck into a situation with a woman, you've mastered the basic steps, the intermediate steps, and now you're into the advanced material. The real heavy duty, top secret shit.

At this point in your progress, you're finding yourself becoming more optimistic about your social life. You're having more successful interactions. And you're more confident. You might notice that you're no longer hiding your love of argyle sweaters or original *Star Trek* scripts. You might find yourself boldly featuring things that used to embarrass you. That's a perfectly normal response at this stage of the game. It's a technique where you learn to feature the things you can't change.

MR. INVENTIVE: A FIRST PERSON TALE

Evolve lived in the shittiest dormitory on campus. The heat never worked and mold grew up the walls in the showers. All the cool kids at college had swanky off-campus apartments. All Evolve had was a fourth floor dorm room across from the bathroom and flushing toilets woke him every night. But as he improved his social life, Evolve became increasingly inventive in dealing with his housing situation.

"Check it out," I said opening the door to my newly rebuilt dorm room.

He peered in, "Holy shit of god. How many mattresses did you steal?"

"Four. The door to storage was wide open so I dragged them back here and duct taped them together," I told him. "Its way more comfortable now, so we can bring more women back. I also put some plants in and bought a softer light for ambiance."

"You're insane." He said, laughing.

“No I’m a genius. Look, we spend all this time trying to get women into our beds, so I figured it would be easier if the whole room was bed!”

For a shy, meek, and deferential kid, this tactic would have been viewed as silly and a little childish. However, by this point in his transformation, Evolve had become a confident man who could engage women with discussions of orcs and goblins. He had the wherewithal to pull off the room full of mattresses. And his shitty dorm room became the stuff of legend.

WHAT YOU CAN’T FIX, FEATURE

If you’re like most men, you have been embarrassed about something you like. Maybe you’re into video games or you enjoy nothing more than collecting motherboards out of old Commodore 64 computers. Maybe you’ve got a hobby that the cool kids used to make fun of.

Or, maybe you have a physical issue that you can’t fix. You’ve got a Cyrano-style nose or maybe you’re unusually short. It’s entirely possible that you might have a physical limitation of some sort.

Conventional wisdom is to keep these things to yourself. To hide them in some way. But the secret code of seduction says fuck that. If GI Joe figures with the kung fu grip make you happy, then boldly share that hobby with women. Use that unusual trait to show that you are exceptional.

Earlier in this book, we said that it was impractical to simply instruct someone to “be confident.” However by this point, you’ve earned some confidence. You have value and you’ve done things most men don’t have the guts to do.

So the key to featuring something that might embarrass a lesser man is to be confident and make no apologies. It’s also important that you do not allow some of these qualities to trigger limiting beliefs.

At Stylelife, we’ve seen men in wheelchairs who date gorgeous strippers. We’ve seen men with speech impediments enthrall a beautiful attorney. We’ve seen homeless men attract gorgeous advertising executives.

None of these men let their situations be an excuse. None of them cursed the fates and said it was impossible. Instead, they boldly went forth in their quest to improve social lives and they made the difference. They had mastered all the basic and immediate steps so they had the confidence to not let anything deter them.

Rappers aren’t exactly known for being truthful. They boast of their millions, their massive cribs, private planes, and yachts, and their lovely ladies. But Eminem and Kid Rock both went against the type and they boldly admitted they were poor white trash. While we might question the Michigan-raised, car-dealer-father Rock’s adherence to Southern

stereotypes (“I was born to be a hick,” he rapped), the fact is that both artists built successful careers by highlighting what many other people would consider limitations and humiliations.

It’s also important to remember that timing plays a key role in this discussion.

If you approach a woman and the first words out of your mouth are to describe your collection of 12,392 clown figurines, then she’s probably going to think you’re weird. Or a serial killer. But if you approach a woman successfully, demonstrate higher value, and prove that you are a cool, exceptional man, then your unusual hobby will seem quirky and fun. Evolve is famous for convincing women that they want to play Dungeons & Dragons. But he brings it up later in the interaction, not the first thing.

It’s also important to know when to drop discussion of an unusual hobby or trait. One or two references to a compulsive need to clip your fingernails might be seen as quirky in a *Rain Man* kind of way. But 568 references to it over the course of an hour conversation is going to turn her off. Keep that in mind as you see the woman again on the event you seeded earlier. And while you’re hanging out with her on that subsequent activity, be on the look out for indicators of interest and kino escalation opportunities.

MR. OBLIVIOUS: A FIRST PERSON TALE

A lot of men do not notice the numerous cues women provide when they’re interested. Those small gestures go right over the man’s head. And many other guys may notice the signs, but they lack enough confidence to believe what they’re experiencing is actually happening. Bolshevik, a Stylelife staffer in Southern California, had this problem until he learned about indicators of interest.

A woman would practically have to take off her top and shove her boobs in my face for me to get a clue. My female friends would practically scream at me, “That waitress is flirting with you!” or “That girl over there wants to talk to you!” but I didn’t notice the signs. Even when I would somehow get a date, I never thought the woman was interested. I assumed she was suffering through the evening because she was too polite to say no.

Occasionally, I might notice what I thought could possibly maybe be a signal from a woman. She might touch my arm or “accidentally” brush against my hand. And I thought that meant something, but I always justified it in my head. Maybe she was clumsy or had too much to drink. I just couldn’t accept the fact that she might be flirting with me.

Then I learned about indicators of interest. These are the small gestures that women use to convey they like you. It could be verbal, like asking your name. But the most obvious ones are physical, such as touching you in some friendly way.

Indicators of interest really resonated with me because it was a mathematical concept in many ways. Some social experts suggest that for every three indicators of interest, that’s another

level you should ratchet up the interaction. For me, the concept sort of served as “proof” of her being interested in me.

If she brushed my hand once on the bar, that might be a coincidence. If she leaned over too far and bumped into my shoulder, that might be a result of the crowded venue. But if she then touched my elbow as we laughed, that was undeniable. As the saying goes, once is an exception, twice is a couple of anomalies, but when something happens three times, that’s a trend.

Now when I meet women, I tally up indicators of interest in my mind. And the math always adds up to equal a great result!

INDICATORS OF INTEREST

So as Bolshevik discovered, looking for indicators of interest can go a long way towards “quantifying” a woman’s intentions towards you. For all you men out there looking for proof, this is it.

There are far more indicators of interest than we can detail here. For the purposes of our discussion, here are a few of the more commons varieties:

- She leans into you in a bar or venue.
- She asks, without prompting, personal questions about your life.
- She changes her opinion of something based on your opinion.
- She laughs at your joke, even though it falls flat on the rest of the group.
- She holds onto your hand after you’ve let go from leading her through the crowd.
- She references sex or states “I’m not going home with you” prior to you asking her or insinuating that you want her to do so.
- She playfully punches or slaps your arm.
- She ignores her friends when they try to contribute to the conversation or when they want to leave.

As you become more experienced in the secret code of seduction, you’ll learn many more indicators of interest, including numerous ways to read body language. Many experts claim that 93% of human communication is done so non-verbally, through body language. So learning to speak this dialect of our physical bodies is vital to your endeavor to pick up any woman’s nonverbal cues and indicators of interest.

For now, just focus on the basics signs that serve as indicators of interest while you’re on

the event (the hippest bowling alley in town, the best sushi bar on the coast, the most amazing theater, etc) with the woman you invited out earlier. And while you're doing so, be sure to escalate kino.

KINO ESCALATION

So you're at the hippest bowling alley in town. Good tunes are on the sound system. Your pals are having fun. And the woman you invited to tag along is yelling, "I normally hate bowling, but this place is great!" You're getting lots of indicators of interest and because you now notice these small, but important, communiqués in the code of seduction, you know you need to move the interaction to the next level. So you focus on a technique called kino escalation.

"Kino" simply refers to anything physical. It comes from the word kinesthesia. To escalate kino is to progress through a series of physical contacts that start out friendly and platonic and move towards a more seductive sphere.

This is an important advanced technique because kino escalation is another crucial method in avoiding friend zone. But progressing through these steps, she's going to know you are interested in her romantically, as opposed to just assuming you're a sexless friend.

There are detailed scripts and routines to give you step-by-step guidance on escalating kino. For our purposes, just look at it this way.

Start out by lightly touching her in a friendly way. Nothing sexual. Maybe it's a light touch on the hand to point out something on the menu.

Later in the conversation, touch her elbow as you point out something interesting across the venue, maybe a drunk is dancing on the table or waiter just spilled a frozen margarita all over a patron.

As the conversation becomes more personal, she'll likely express something either sad or exciting that happened to her. She'll tell a childhood story about her cat running away. You can put your hand on her shoulder and squeeze lightly to empathize. Or, she may talk about getting a big promotion at work. You can put your hand on her shoulder and squeeze lightly to congratulate her.

Still later in the conversation, reach over to move her bangs out of her eye. Look into her eyes as you do this.

And so forth. You get the idea. The bottom line is that with kino escalation, you start out with simple, common touches that everyone does. Things you would do at work, to a colleague for example. And then you progress into more personal gestures.

If the woman declines your touch or recoils in anyway, simply go back a couple of steps and start over.

Try this out a few times with the women you've met so far in your social life transformation. Get accustomed to kino escalation because there are highly successful, highly detailed routines and techniques you can use with women to build comfort and rapport while continuing to demonstrate your higher value, all the while increasing your physical communications with her.

So back to our event. Your pals are focusing on their bowling game and letting you and her share some quality time in the booth. You're sure that you're receiving indicators of interest and you've amped up the physical connections. Now what? You settle in for the long haul because you don't want to ruin the mood, right?

Wrong.

Sure, you don't want to abruptly terminate a highly personal conversation. But neither do you want to sit in that same sticky booth at the bowling alley all night. Just because things are going well, that doesn't mean you shouldn't change them up. So you employ an advanced technique to shift time.

TIME SHIFT

Women need us to invest time in them to earn their trust. Most men would be ready to have sex or move an interaction to the next level within 30 seconds of meeting. But women need more of a languorous experience. They need to know you're not just some dude who is flitting from woman to woman like an annoying fly at a picnic. That's all perfectly understandable. And there are ways you can move that shift that time, just like hitting the fast forward button on a remote.

The most overt way to shift time is to change venues. The bowling alley is great, but it's noisy. "There's a great coffee shop around the corner," you can tell her. "Let's continue this conversation there." The two of you leave the bowling alley and head to the coffee shop. It's a five minute walk, but you're getting "credit" for much more time.

By going to another venue, it *feels* like an entirely second interaction. It's almost like going on a second date while you're still on your first date.

If you can't change venues, that's okay. You can employ a similar strategy by moving to a separate part of the club. The key is to get a change of scenery, a change of view. No matter how well things may be going, do not get boring and just sit in the same booth or at the same table all night. You're with a beautiful woman to have a good time, not sit there for hours like you're attending a lecture.

Time shift strategies also include techniques such as giving a woman a sneak peek of your pad early in the evening so that she's familiar with it when the activities are complete or going on mini-dates within your activity.

By the time the night is over, whether the woman comes home with you or you escort

her safely back to her car, whether you have crazy sex or a respectful parting with plans to see each other again, you should have had a great time. You employed some advanced techniques such as gathering indicators of interest, kino escalation, and time shifting to make for a much more effective – and enjoyable – evening.

Savor this feeling. Think back on all the dates you didn't get. Remember all the ones you did get, but that went disastrously. However tonight ended, it's certainly a huge improvement over your past results. You should be proud of yourself.

THE TRUTH ABOUT ADVANCED GAME

The truth is that advanced steps are only entry ways to more learning. Like any skill, being successfully in a social setting is not something you ever truly master. Tiger Woods can't say he has nothing left to learn on the golf course. Eric Clapton won't claim he has nothing left to learn on the guitar. You will always continue to learn the secret code of seduction.

And that's because it's always changing.

And because it always works.

Don't take my word for it. Here's the expert himself, Neil Strauss.

MR. DEDICATED: A FIRST PERSON TALE

Remember Neil? We met him in the beginning of this book. He's the writer who went from not getting a date to having threesomes, foursomes, even a sevensome at one point which begins to strain the laws of mathematical probabilities. He's been voted the world's greatest pickup artist by his peers. And even with all his skill, he's still dedicated to using these techniques. Because they are undeniably effective.

I hate this game.

I hate it because it works.

I figure, on some level, I've earned the right to just be myself when I go out. I mean, I've written some books that did pretty well. I've traveled all over and had a lot of interesting experiences. I'm a good conversationalist. I'm sincere, smart, funny, hard-working, etc, etc, etc.

And all of it does me little good without the code.

Let me give you a recent example:

I met an amazing woman. She was slightly older, but with a beautiful face, full lips, large breasts. It made my heart race just to look at her. We went out for the first time, and I took her to a cool lounge and we just talked about our lives and told stories.

It was fine, but I could tell that it wasn't going anywhere.

Then I performed a comfort-building routine, and it was as if a miracle happened: we quickly connected, her whole body language changed, she began enjoying herself, and she switched her drink of choice from red wine to shots of tequila – the routine alone allowed her to make the decision that she would be having fun with me that night.

Now, take another night. I'm in a lounge, talking with some women. It's fun, everyone's laughing, but I'm just entertainment. There's no real attraction. And I realize I need to do something about it. So I say to the girl I'm interested in, "I get you. I see where you're coming from," as if I have her all figured out. Then I turn my back.

Next thing I know, she's pawing at me, asking what I mean. After a little more push-pull, she's following me around like a puppy dog.

And I don't want to have to bring out the routine I know is effective. I don't want to have to throw canned conversation tidbits. I don't want to have to create a jealousy plotline. I don't want to have to use an indirect opener and a time constraint and a root and, especially, disqualification.

But they work. And they work well. And they lead to adventures.

Not just for me – for the guys I teach and for my coaches. I see these lines that I made up, these lines I've said so much, these lines I don't even want to really use anymore triggering attraction. I've seen guys who are really unlikable privately out in the field, and with as little as a single disqualifier – said at the right time and with the right tone – making a girl's face light up.

The same goes not just for the material, but for the structure. When I meet someone I like, and I know she is interested in me, it would be great to just take her by the hand and get the sex thing over with so we can start a cool relationship.

But, instead, I need to flip all the necessary switches and bring her through all the phases of the model so that the physical encounter that I know is going to happen will happen. Miss one, and you may get resistance, rejection, or no return phone call

This is why this material works for two kinds of men: those who naturally do all this and those who have to work to do it. And after all this time, I can tell you that it's still not natural even for me. I'm the king of the unnaturals. It takes work. It takes stepping outside my comfort zone. It takes doing and saying thing that weren't a part of how I was raised to interact.

So my guidance to you is this: skills at seduction will not come to you. It will not change to meet your expectations or hopes or standards. You have to come to the process, and understand the process, and practice the process, and repeat the process, until it produces your desired result consistently. And even then, it may still not be how you actually want to act around people.

And that's why I hate this thing. Because it works...and because it's work.

NEXT STEPS

But you're not afraid of work. You put in all this time and energy to get here. You learned the basic steps of grooming and dealing with limiting beliefs. You accomplished the intermediate steps of approaching and opening. You practiced the advanced steps of escalating kino and shifting time.

In short, you worked hard to undo all the things you didn't know you were doing wrong. You've reached a point where you have seen the secret code of seduction. Not the cliché and outdated nonsense that most men adhere to, but the hidden, covert, effective strategies that really work.

Look at how much you improved in the short time of reading this book. Now imagine the results you could get if you committed to this process of transformation for six months or a year.

There's still a lot for you to learn: What to do on the date; the fundamentals of attraction; techniques of arousal; crossing the physical divide; handling different environments; turning friends into lovers; being more fun; manufacturing chemistry; applying persuasion; leadership; group dynamics; isolation; kissing; winging; body language speed-reading; inner-circle sexual techniques; and much more.

The art of seduction is like working out: If you stop going to the gym, your muscles begin to dissipate and return to their former size. You fall back into old, unhealthy and ineffective habits. And you find yourself right back where you began.

But that's not going to be you. You've gotten a taste of the code and now you're exceptional. Now you have value. Now you can date a woman you want. Now you can look at all those friends and family members, all those pop culture advice gurus, all those people who steered you wrong about dating, you can look at them and know that you have the code to how seduction really works.

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